Juke Ops Divide

On EP Price Cuts

Most Feel No Effect, Sizable Number Say Yes; Reductions Focus Basic Issue

By ROB DIETMEIER

Juke box operators are sharply divided in their reaction to price cuts on extended-play records.

A clear majority feel that price reductions on EPs will have little effect on operator purchases of these records.

But a sizable number think that the cuts will be absorbed, particularly by smaller or independent operators, many of whom will boost their EP purchases as a result of the price reductions.

In a survey of 75 operators, recently announced by a major recording manufacturer, several operators signed up to stimulate the retail EP trade.

But the reductions bring long-term economic forces into play, a factor which could mean, for example, that jockeys sellingly:

whether it is an EP or a single—is a major factor.

That statement of the issue is based on immediate operator reaction to the price cuts.

Operators with machines offering dual-priced singles—a dime for a single, 15 cents for an EP—often cut the EP price to 15 cents, while EP prices in larger stores have been cut to 20 cents.

Operators with single-priced machines have cut their prices, often by 25 cents, while EP prices in larger stores have been cut to 20 cents.

The length of time required for an EP price change, while, 25 cents, the price an operator pays for five basic considerations in its need for

Jukes Up 24%

In Memphis

MEMPHIS — A steady growth of the juke box business in Memphis has been seen with boxes being installed in all types of businesses, and in the last year, which is largely accredited to Memphis practice, operators are fast making the change

NEWS OF THE WEEK

Cancleations Plague TV Web

So Far Eight Shows Get Cut

Sponsor dissatisfaction plagues network TV every week.

Several more were canceled last week. So far this short season, a total of eight programs have been dropped.

M-G-M Near Big Production

For New Shows of Videos

M-G-M is about to bring in the next stage of its productivity in the TV, the production of new films. Film showings are going on in many parts of the country.

Lynx Death Dodges Concert

To Kochman Thrash Shows Title

One of the outdoor show world’s most colorful titles, the Lynx Lynch Death, Dodges, will host a summer season this year when it is extended by Jack Kochman, operator of the Jack Kochman Hell Drivers, who has acquired the entire operation and expanded.

2002 Projection Rises

By 1956 Minnesota State Fair

The Minnesota State Fair, the Midwest’s biggest agricultural exposition, expect a net profit of $2.01 million for the 1956 10-day run. Total gross returned to the community.

Ontario Fete

To Offer Jazz

STRAIGHT, Ont.—For the second year, the annual Stratford Shakespeare Festival will feature jazz as a highlight of its music section.

Consist Basic and its orchestra will be featured at the Stratford Festival’s opening ceremonies on July 1, with such headliners as Billie Holiday and the Canadian Body of Jazz, directed by the noted Norman Amoore, August 9 and 10, the Gerry Mulligan Quartet and Town Hall Trio.

The Canadian Broadcasting Corporation Symphony Orchestra, also to be featured in four Wednesday night concerts to be broadcasted by CBC, as well as the English Opera Group will present the North American premiere of Benjamin Britten’s “The Turn of the Screw.”
NET BATTLE CASUALTIES

Death of 9 Half-Hour Slots
High for This Time of Year

NEW YORK—Program casualties continued to mount on network TV last week as sponsors reacted to the relative failures of many of their newer vehicles. Two half-hour programs were dropped, one more is figured as a virtual certainty for axing and sponsoring on an hour show was dropped. Since five others, shows have already been cancelled for this season, the number of half-hour cancellations as of now is now, an unprecedentedly high toll this early in the season.

Effective the middle of March, General Mills will cancel "Giant Steps," the Michaelson-Price & Co. 7:30-8 p.m., CBS TV series, and also the 7:30-8 p.m. slot will be cancelled "Nob's Ark," Tuesday week, 7:30-8, and replace it with Al Simon "Crime Stoppers." The "Brothers" play the slot on CBS TV, but it is not known whether the effective date of cancellation will be this season.

Two network programs already canceled this season are the Herb Shand-produced "Sunday," the Walter Winchell show, "Can Do," and "My Friend Flicka." Except for Jackie Gleason and "My Friend Flicka," TV producers continue to fight a losing battle against a steady cancellation of "My Friend Flicka," which may find another spot on network TV, all the other shows are new programs.

The Gleason cancellation was pushed thus by Bulova, because it is a seasonal advertiser and be- cause it wanted more commercial airtime for its program allowed (The Billboard January 12). Also important in the cancellation is the fact that Bulova is now being forced to drop the last several weeks while he has been taking a vacation.

In most cases these shows have been dropped after 26 weeks of response generally the minimum allowed because of contract commitments. The large number of programs, both those in the course of the trade, is the natural sponsor reaction, to drop spots once they are gone, but perhaps also reflects the current three network battle for audience.

For example, "Giant Step" is the second show picked by CBS against the first half of ABC's Walt Disney "Mr. Ed." "Early," last season's CBS TV contender, was equally uncer- tain and had to be sustained. The "Brothers" and "Nob's Ark" both end on 8 p.m. Tuesday, were dropped, and the 8 p.m. spots, which display by "Wyatt Earp," which season, were power- ful thus last. And the probability is that the three-network battle will be responsible for the larger number of cancellations before the season is much older.

CBS May Sell 8:30 Tuesday

NEW YORK—Amana Refrigeration, Inc., cancelled its alternate-week sponsorship of the Phil Silvers Comedy, "Frick and Frack," Friday 9:30 p.m., because of rating costs and dropped the program. With the 9:30 p.m. time slot received a 20 per cent greater dis- count for its place of the series. The company has announced, according to Amana's executive ven- te president, is interested only in a repeat statement.

Tom Turner & Gamble has bought the alternate sponsorship of K. Reynolds, with CBS fixing it that any advertiser can earn dis- count on terms and conditions ap- plied uniformly to all sponsors.

Esty May Acquire Fat Bulova Account

NEW YORK—The William Esty agency is reportedly close to acquiring the full-million Bulova watch account from McCann-Erickson. The account was brought into McCann by Terry Cline, now an executive vice-president there, from the Bow Agency. Bow had handled it over a long period of years.

Reports have been current in the trade that Bulova has been dissatisfied with the handling of its advertising during 1950. Bulova was one of the largest, largest users of TV, but switched into net- work sponsorship this season to get more product identification, spending. The company has can- celled its alternate sponsorship of CBS TV, but has not done the job for Esty.

For the Esty agency the acquisition would mean an important step toward the recovery of the business last when Colgate took its account away. In March last, when most of the Bulova account was Esty was recently sold to Pres- ident James Estham to a group of new buyers, which are the remains of the same position.

P&G Film Financing Portends New Trend

HOLLYWOOD—Procter & Gamble has entered volcanic dis- torting a new advertising weapon, multiple film, including a trend that could bring about changes to the present size of program, composer-network relationship.

General Foods is co-financing with P&G, and other sponsors are reported to be taking for the exhibition in their liking which they can back.

This development is a direct result of the three network seasons when sponsors found them- selves spending a large number of cycles. The feeling has been growing, especially among large advertisers, as to the number of financial changes which may be made, and with the new trend in advertising, as it looks as if the situation will be better for the sponsor.

Providing the new policy proves to be the big question, is whether it will mean a decrease in network influence over programing, one of the key points in the recent congressional and FCC antitrust investigations.

Nets the Cause

Ironically, if it results in sponsors taking a direct interest in program creation, it will be the nets themselves who are responsible for this. This is due to the policy, initiated last year, of forcing sponsors to keep their shows in production during the summer hiatus. In the case of the three networks, any new series and the advertiser believes that, since he has to keep a program in production, he will have to utilize the time to try and develop a better show than the one for which the series was continued.

Other advertisers apparently are watching the shift, it is known, for instance, that J. Walter Thomp- son has been making shows which two or three companies might be interested in financing. On the other hand, the situation is revealing from Screen Gems to the newly organized Telefilm-Scripps firm which has been approached on this basis.

RALSTON BUYS 'BIG STORY 1/2'

NEW YORK—Ralston Purina, the giant food sponsor, has been looking for an alternate airing of NBC's long list of network specials which will be broadcast before the remainder of the season.

Altogether, the sponsor-program relationship has changed from a one-way conversation for some time to one along the line of mutual relationship. The advertiser, it is hoped, will have no stake in the residuals.

Watson, the principal sponsor of the "Big Story," is a new situation-comedy starring Walter Slate.

Wyatt Joins ABC-TV in Abry Spot as Exec Shifts Continue

NEW YORK—The reprieve of ABC-TV personnel continued this week with Eugene O. Wyatt named new program sales manager. He replaced Charles O. Wetmore who was named general manager of KGB and KOG TV, wholly-owned new television stations in Los Angeles. Wetmore became the ABC past's switch in title from Avery H._title of national program director.

Wyatt, a former account executive, is a young man with 10 years experience for himself, out of the industry, in Tennessee. He will report to Program Director David Brownson, network sales vice-president.

In other personnel moves, James A. Smith was elected executive vice-president of ABC, while John Mitchell will be named national program sales manager. He replaced Leonard M. Nathan who was named general manager of NBC and KOD TV, wholly-owned new television stations in Los Angeles. Nathan became executive vice-president of ABC, but he will remain in the general management of the new station, replacing Ben Schuylar, executive vice-president, who will now be responsible for ABC's station. Nathan was brought to the network's sales department in March last, from the ABC New York station, WABC, where he had been executive vice-president for the previous three years.

In Chicago, Ralph E. Thompson has been named sales manager of ABC, succeeding Eugene O. Wyatt, who moved to New York. Thompson has been with the ABC Chicago station, WBBM, for the past eight years.

In promotion, Jack Rosenthal joined ABC, having been with the New York station of the network, WABC, for the past five years. Other ABC promotions presently in the market are David Brownson, network sales vice-president; Frank J. Nolan, network sales manager; and John Mitchell, national television program sales manager.
**Price Is Right’ Brews Up Mail Room Storm**

NEW YORK — The new Condon-Tolman daytime giveaway, ‘The Price Is Right,’ has been brewing up a storm in the NBC mail department. The show, which made its debut November 20 and switched to the 11-11:30 a.m. slot on January 2, is pulling over 500,000 pieces of mail weekly. The producer and network are hoping for a 20,000 to 60,000 mail increase.

**Clients Seek Relief From NBC Shows**

NEW YORK — A number of sponsors of NBC-TV are trying to go on strike. The latest is Bellamy, which is seeking immediate relief on its programs, with very little shown, in protest of Carvin’s “Saturday Night.”

The NBC mail department is over 500,000 pieces of mail weekly. The producer and network are hoping for a 20,000 to 60,000 mail increase.

**PATTERN DEVELOPS**

**Smaller Advertisers Make Fuller Use of Individual Half-Hour Buys**

NEW YORK — A significant new pattern has already been developed on network TV which is expected to increase greatly the use of prime time programming by small advertisers. This is the purchase of individual half-hour spots on various network series from regular network sponsors desiring relief.

The latest example is the purchase of three half-hour spots on NBC’s “The Big Surprise” show, CBS-TV Monday evening 5:30-5:51. Royal Type Corp. will take over all six of the 10:30-3 AM segments from NBC.

**ABC Outlets to Up Pubsery Activities 15%**

NEW YORK — Stations owned by ABC will give a 15% boost in public service activities, with the mere achievement of this goal is outlined in a plan called “Impact Public Service Program.” The plan calls for a station to develop a single public service campaign for one network, which is to be utilized by several network stations, and is expected to be of use to the network as well.

**Wiegens, Bellamy Set Public Relations Firm**

NEW YORK — Richard K. Bellamy, former associate director of the Kennedy & Richlman agency, has joined the Wiegens-Bellamy Company. Wiegens, who is in charge of the firm’s public relations department.

**ABC to Start Program Line-Up Revamp April 1**

NEW YORK — The revamped ABC-TV’s daytime schedule will begin April 1, with the first half-hour of a proposed three-hour of network daytime programming be- ing launched simultaneously with the kickoff of “Mickey Mouse Club” to 30 minutes.

**ABC’s Oberon Show May Catch Revlon**

NEW YORK — Revlon last week was being eyed anxiously by the three networks, as well as sponsors and other companies, for its potential as a major advertising medium. The agency is expected to cost ABC $84,000 per week, and is expected to be of use to the network as well.

**“Nighttime Network Television: A Study in Advertising Value”**

The most complete study of the kind ever presented anywhere... and the forerunner of a weekly service to appear exclusively in The Billboard.
"Omnibus" May Move to NBC Sun. Afternoon

NEW YORK—When "Omnibus" winds up its first season on NBC-TV, March 31, opinions in the trade is that its career as a night-time network attraction will be finished. Now in the Sunday night time position, the show has not lived up to the expectations of the network in terms of drawing audience, and, its prestige continued to fall at great ease.

The show's December American Research Bureau rating for the three half hours was a 6, indicating that it is in the competition for the other two networks. "Omnibus" will go next season is anybody's guess at this moment.

However, there is some foundation for the belief it may wind up on NBC-TV as a Sunday afternoon attraction where it would be paired with "Wide, Wide, World." NBC last summer evinced considerable interest in the property as a "World" partner, but the offer came along. There is seemingly no reason why it shouldn't be interested in the property again.

CBS-TV, which presented the show at the beginning of Sunday afternoon, is creating a prestige program of its own, "Seven Lively Arts." If that program is not presented on a weekly basis, "Omnibus" might well wind up there as a regular feature. The Four Freedoms Foundation, which bankrolls "Omnibus," however, won't make an indication that it plans to continue the show next season. The probability is, nevertheless, that it will, unless new video plans are in the works at the Foundation.

 Hitchcock, NBC Mull Hr. Series

HOLLYWOOD—Negotiations are under way between Alfred Hitchcock and NBC for the production of an hour-long dramatic mystery series for the network next season. The program would be on film. Also the talks are only in the preliminary stage, they underscore the statement by NBC-TV V.P. Alfred Hitchcock that he believes the network is moving toward more extensive programming rather than away from it.

RANIER BABY'S BIRTH FOR CBS

NEW YORK — CBS-TV scheduled a half-hour show this evening as a tribute to actor Grace Kelly's baby that is a 11:15 p.m. special and will be a nationally status prime time, for February 2 or 3. The exact time of the birth of the Monacos heir, due next week will be known to CBS. The show, a coronation in France, is being planned especially for the web is asking $300,000 for sponsorship.

Last April 21, CBS telecast a special program on the wedding of Grace Kelly and Prince Rainier, closing 173 stations. The show racked up a 1.9 audience figure of 28.2. The web expects to report similar number for the birth.

NOT NOW

J. Garland Nixes Spec Over Script

NEW YORK — CBS-TV last week reluctantly canceled its Judy Garland series since the singer and her manager must not be released with her on the script of the show. The network pulled an unaided version of an alleged ceremony of her recent marriage to Prince Rainier of the Palace, and executives at the web view the action as a reaction, attributable, to her physical condition.

Fortunately Bud and Pepsi-Cola, the co-sponsors of the show, were satisfied with cancellation before they started to spend money for commercials. The network still has an agreement with its Garlands and chances are she will have to work it out in the middle, if she can appear again on the medium.

CBS also was forced to use an old Red Skelton film last week when he decided he couldn't appear in it. Skelton was notified that his son had leukemia and two years would be too long to appear. The show will probably use other film above in the forthcoming weeks until Skelton decides he wants to return.

MANY TRADES

ABC Hands M. Wallace Busy Sked

NEW YORK—Mike Wallace, who has been a constant in the network to undertake a varied schedule of weekend and occasionally events production. This will be the third year in which he has been a part of the team. Wallace's last show was launched in June, he will announce another signing to the management. After his first assignment, a half-hour morning show in TV in Wall Street, it was announced that his son has leukemia and too long to appear. The show will probably use other film above in the forthcoming weeks until Wallace decides he wants to return.

THE JOB

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The e-vent thinking at ABC talks that the next at least in the Thursday 8:30-9 p.m. slot to be followed in the next quarter of the year, to a Sinatra show. This is turn will be followed by "77 Sunset Strip," a companion this hour-long drama by a star the "Susan Silverman" and smarter, a nightly Wallace interview trip, in addition is under consideration.

"Nightbeat," created by the staff of "The Philco Show," will be a new series on the network, with a remote currently being sought for the show, a new series on the WABD nightly news show at 7 p.m. during in force through October.

COMMERCIAL CUES

ACQUISITIONS AND REVOLUTIONS

Robert Lawrence Productions, Inc. has acquired the Leauek & Neilson Studios, industrial film producing company for more than 30 years. On making his announcement, Robert Lawrence called attention to the many important television commercials with which he and his clients. Film producers must be able to offer all levels of production, and the company will be able to serve both commercial and industrial films. The company will remain independent and will be able to continue to the upper levels, with actual production kept at separate entities.

In line with this Studio Films, Inc., has just set up a combined operation of entertainment films and commercials, this new department will feature some 25 stars, including Louis St. Vallay, Louis J. Madison, Douglas Fairbanks, Sr., and Dina, Faye, Adams and Cab Calloway. They will star in five-minute films which show Select commercials at the beginning and end of the short subject. The studio is now preparing to produce film service in both commercial and industrial fields.

SCHOOL DAYS, SCHOOL DAYS

The Society of Motion Picture and Television Engineers and the Motion Picture Studio Mechanics, Local 52, International Alliance of Theatrical Stage Employees, have set up a 50-week course in sound recording. The course, to start February 6, will cover the latest developments in the field. Also for these three months toward next year, Consolidated Film Industries will hold seminars at its film processing plant on color processing. Dates for the seminars are January 15, 22 and 29 and February 5, 19 and 22.

IDS

United Picture Productions, Inc., of Chicago, has acquired New York studio facilities to house the firm's entire Eastern operation. Bill Morris will be in charge. . . . Robert Wolf, president of TIP, has reported a 55 per cent increase in business during 1964, and Playhouse Pictures is busy telling us what it expects to be all time high at the studio. The firm has lured its DSS awards which include two certificates of merit, an honorable mention, a gold medal for "The Elusive Eagle," and a film, "Bill Melekas." . . . MPO Television Films has completed "Blues for Sergeant," a film for the Eye. . . . The Screen Continental will yield a record of the firm's activity built around Joan linen, at the forthcoming film festival in London next month . . . Appointments: Max Landov as producer of TV programs and James E. Ramsey as Midwest director for Hol Roschi's commercial division.

ENTERTAINMENT & SHOW BUSINESS

BUSINESS FINANCIAL

Carole, Cole, La Morgan Lead as Fisher Subs

NEW YORK—Frankie Carle, Mae E. Morgan and Nat (King) Cole are Fine Fits to fill our bill for the musical series which will replace Eddie Fisher on NBC-TV, Monday, 7:15-9:15 a.m., starting February 4. George and Miles Fisher got the big for the roofline materials manufacturer.

Bird & Son Buy's Part

Goorr Show Move

NEW YORK—Joseph Son & Son has bought an alternate quarter hour of the Garbo show on CBS-TV, Mondays, 10:15-10:45 a.m., for 1964 and got the buy for the roofline materials manufacturer.
HOLLYWOOD — New Country Music television series, "African Patrol," goes before the cameras January 15. The show will be produced by a British company, Phoenix Productions, entirely on location in South Africa.

It's planned to shoot eight-hour episodes of the adventure pit, central character of which is a private detective inspector, before the start of the rainy season in Mancora.

The series is being made for national sale, but will look for syndication unless June if no deal has been made by that time.

C.-K. last year re-entered the syndication field with "O. Henry Plays," which he has been sold in some 80 odd markets.

**Three First-Runner Set Due at Guild**

NEW YORK—Guild Films expects to put three first-run shows into syndication sales in the West. Ben Kaufman, president, told a meeting of the company's salesmen over the weekend. The three programs to be planned are another West Coast series and "Captain Leo D. Doolittle," based on the London stories.

Discussions of the feature film "Falling John" have also been made, but there is no definite report on the sales record of a "Girl" prove it is a shortage of big national sponsors for top quality shows.

**TPA Nears Launching Of 'Tugboat With Beer'**

HOLLYWOOD — Television series of the Program of America is reported to be close to a deal that will put its product on the air, in syndication and on the air by April. The Olympia Brewing Company is involved in the effort to get it up in time for the series to fit its $4-market Western time slot.

Olympia's distribution covers the three West Coast States plus Idaho, Montana, Nevada and Arizona.

A long-time client of TPA, Olympia for the past two years, has been sponsoring "Science Fiction Theater," which apparently is going out of production, before its completion.

The conclusion of this deal would be to take advantage of 1957 in syndication, it is looking to make 1957 its biggest year in syndication, something that the West and the Last of the Mohicans" made its debut on the West Coast only this winter, and TPA has just completed its sales clinics on that property. Furthermore, TPA officials seem optimistic about the program, which is being called "Charlie's Angels." It is being sold for a fall debut.

In its three-and-a-half-year history, TPA has never previously been defeated as more than three first-run series in syndication within a single year.

M-G-M Nears Grand Scale Production of New TV Shows

HOLLYWOOD — M-G-M is preparing to enter the next stage of its development by opening a mammoth feature film syndication in mid-70 over Japan.

The show will be called "Thirty Seconds Over Tokyo," premiering with a big production buildup. While a broad audience set enthralled toward the climax of the film, a handled studio employee played an important role in the success of the film. The trend had been left behind, girls in a steam train.

Next year, the fifth 17-minute show was shown at 10:15, followed by a complete return of the picture, the coming of the film’s original scheduled for Sunday night on the east coast at 4200,000 in its place. It was a distressing error, a station’s statement and the employee who called it was thoroughly fed.

For the first time, the major studio feature films have been given a complete network schedule, for which Ed Hill is set to produce.

M-G-M's will be sold and will start rolling within the next two weeks.

Initial series to go before the cameras at Desilu will be "Official Detective," January 21, with the program beginning to roll. For this series, the Desilu film production company is producing.

Following at weekly intervals will be "Tidbits of the Islands," a Desilu production, for which Ed Hill is set to produce.

One of the Desilu pilots for NBC, Desilu's spaghetti Western, "Desilu will fill the network's air in the fall on ABC, and the program is a special series planned by NBC for the network's fall season. Desilu is also attempting to line up a format for a return to the weekly series, "The Adventures of Superman," based on the success of the Superman series in the last year.

M-G-M is also known to have made six more sales to stations in the neighborhood of $4,000,000.
Execution Alone Is Key to Success Of Programs, Says Cinader, CNP

NEW YORK—The success of a TV show, unlike a play, opera or movie, depends entirely on the execution and not at all on the concept, according to Robert Cinader, director of program planning and development for California National Productions. "Great ideas are a dime a dozen; it takes the creative executive to see, and contribute nothing to the ultimate fate of a program.

"A tired theme like the story of a sheriff to the West, if it can be Wyatt Earp, while shows based on the same premise can go down the drain," Cinader says. "An attractive idea like the timid soul playing a swashbuckling hero can run into the troubles plaguing 'Tobin Holiday.' It all depends on the producer and director.

"What makes one quit better than another is the amount of money given away," he continues. "For it is the freewheeling boy of what form to give it away to, but rather, the perfection of the production in scenery, lighting, music, props, casting of characters and handling of on-stage interviews. If someone less than a Lewis C. Cassin and his staff had developed '884,000 Questions,' that show could easily have failed."

New programs modeled after hit programs almost always fail, thinks Cinader, because they are content to imitate. "It's not enough to ride a trend," he says. "What works right for one show won't be right for years. Ever-production is as bad as under-production, and each show needs a special level of physical production peculiar to itself. The only better rating for all programs is audience indifference. Since TV shows are normally designed to be seen in series, this identification must take place each week in each episode. In a play, the sympathy or empathy can be confined to a single scene or a delayed pause.

"In his former post at a top talent agency, Cinader handled the business and sales end of the business. It soon became clear to him that only two kinds of programs mean anything as a starting point for a successful TV series: the star vehicle whose personality offers a link to an environment of stories which can be varied any kind of story. As an example of the former, Cinader suggests "I Love Lucy," which has "almost no plot idea but is simply a vehicle for the superb talents of Lucille Ball." Of the latter, he points to California National's new "Silent Service" series, which "can play any tale of courage or conflict in its executive role, setting the stage for the action story."

"The latest choice for the NBC subsidiary is 'LIberty Valance,' based on the history of the building of the transcontinental railroad. Its success depends purely upon what character we sustain, what mood we create, set on plot incident or story."

"This is not the kind of show which is made for a far-out actor or vocalist. The following element is required: a producer or director with a gift for making a program develop, which is more crucial to know how than what."

Pre-sold! Everybody loves the stories of Hawkeye and the Last of the Mohicans, acclaimed by the Cambridge History of American Literature as "The most memorable character American fiction has given to the world." Here's audience-captivating TV fare for the whole family!

Here's real excitement — the first "Eastern." Here's real action — the rude rough-and-ready frontier reproduced in the original French and Indian War country.

Here's sales for you — but you must act quickly. Your first step to reserve the best markets and to increase sales is to wire or phone TPA collect today. Just say, "Let's pow-wow now!" We'll set up a private screening of Hawkeye and the Last of the Mohicans for you in your own office.
WGN-TV Not To Reschedule 'Luther' Pic

CHICAGO — WGN-TV closed the door Wednesday (9) on re- scheduling its canceled showing of "Martin Luther," film biography of the 16th century reformation leader, and Protestant groups immediately threatened a formal protest to the FCC. If the protest is filed, it will be the first time within the FCC that a dispute over religious programming has been followed up by church groups, which were instrumental in winning the battle of the public service concept as it relates to controversial mat- ters. And hanging in the balance, more specifically, is the fate of the Luther film on other stations.

Now that it has become a hot potato in religious circles, the management might attempt to duck controversy by walking away from offers to book the picture.

The film, which has been shown widely in theaters, was scheduled for its TV premiere an WGN December 21. On December 18, WGN-U manager at the network's studio, canceled the showing because, he said, it provided a "negative reaction." It is assumed that the reaction was due to the length of the film in the 85-minute run. The Archdiocese headquarters said that no official representation of the film had been asked for, and that the station was seeking the film as a "hit that WGN was prepared to handle," and the pressure was halted.

On Tuesday (8), church leaders made a last-minute protest to the network, and when they informed them that the picture was not going to air, the protest was definitely off.

Studio Makes 13 of 'Harlem'

NEW YORK — Studio Films Inc. concluded its second full season, with the successful completion of 13 new shows, the largest volume of programming for one season in the studio's history.

The修剪 half-hour series include, each each show around one of the nation's major stars, including Cab Calloway, Sarah Vaughan, Nat Cole, Duke Ellington, Count Basie, Dinah Washington and Lionel Hampton. The studio is now preparing its end- since season previewing session.

John Nesbitt's 'Telephone Time' Renewed by AT&T

HOLLYWOOD — AT&T re- newed John Nesbitt's "Telephone Time" on a 28-week basis last week, carrying the program into its second full season. The program is produced by Jerry Stagg and was one of the first to go over KCOP, Los Angeles, for Lincoln- Mercury dealers. AT&T will continue to air it during its 28-week off/season, and will decide to go ahead or cut back on the show in the next time period has been forthcoming as yet.

COMING NEXT WEEK IN JANUARY 28 BILLBOARD—

"Nighttime Network Television: A Study in Advertising Value"

— featuring . . .

COST-PER-THOUSAND STATISTICS

by . . .

MAKE-UP

on . . .

6 PROGRAM TITLES

among . . .

7 SPONSOR GROUPS

Anniversary for KTLA Jan. 22

HOLLYWOOD — KTLA, the first commercial station to begin telecasting in Southern California, will celebrate its 25th anniversary on January 22 amidst reports of a general slowdown at the Paramount-owned outlet.

These were denied, however, by David Mack, who Arnold, who said the present cash flow would remain as if.

Among the sales ranked up by KTLA last week were two for its "Code 3" series, putting the show in 13th market. Stations in- clude KTEC, KCOP, KTM, TBN, KFST, KFVS, and KCTA. Pittsburgh, and WTCN.

The two deals that have been signed are for the "Herald Playhouse" to VNAO, Raleigh, N. C.; KTOO, York.

Steger Sewing Machine and Bristol Myers, currently co- sponsoring the syndicated series to Tele- vision in New Orleans, have bought the series for WOR.

WOR Sells 3 Of 9-10 Series Before Bow

NEW YORK — Two weeks be- fore its official opening, the all-hour series has only sold three of the new shows to Lipton Foods and Young & Rubi- con. Lipton will sponsor the "State Trooper," "O. Henry Playhouse" and "Bob Hope Show" on Tuesday, Wednesday and Friday respec- tively.

The deal for the four weeks beginning January 25, and it is understood will be extended for a week. Lipton gets some new commercials in this country.

"Crisis," incidentally, is being played in the same time slot as its former "Bob Hope Show" on CBS and "Tonight" on NBC.

ABC 'Racket Squad' Sold in 2 Languages

NEW YORK — ABC Syndica- tion has launched a new TV sales concept borrowed from foreign language distributor of feature films to movie theaters. The concept involves the running of the same show in two languages in a given market. Its first test will come next month in San Francisco, where the company has sold "Racket Squad" to KCOR in Spanish, while KONV telecasts the series in the same city in English.

EVDO in Corpus Christi, Tex., will also start telecasting "Racket Squad" and "Passport to Danger" in Spanish, but the programs will never be seen in English in that market. The Spanish versions of both shows may never seen in New York via WTV, if the stations carrying the English series agree.

Among the sales ranked up by ABC last week were six for its "Code 3" series, putting the show in 13th market. Stations in- clude KTEC, KCOP, KTM, TBN, KFST, KFVS, and WTCN.

The two deals that have been signed are for the "Herald Playhouse" to VNAO, Raleigh, N. C.; KTOO, York.

Steger Sewing Machine and Bristol Myers, currently co- sponsoring the syndicated series to Tele- vision in New Orleans, have bought the series for WOR.

CNP to Begin 'U. P.' in Feb.

NEW YORK — California Na- tional Productions is putting "Union Pacific," a Western adventu- re series based on the building of the transcontinental railroad, into syndication in its first-run syndication. Its first first-run syndication property was "Crunch and Des," which debuted last spring.

"Captain acquaintance, the film, in the C. S. Forester series, will be- come the TV show for Con. National after a feature film is completed in Europe this spring. CNP has a financial recompense deal on the movie, which will also furnish the pilot for the telecasts.

Robert D. Levis, topee, and general manager, has been elected president and a director of the NBC subsidiary.

Hollywood, string over KGBM.

AT&T will also include sales to Westinghouse, Los Angeles, for Lincoln- Mercury dealers. AT&T will continue to air it during its 28-week off/season, and will decide to go ahead or cut back on the show in the next time period has been forthcoming as yet.

The most complete study of its kind ever presented anywhere . . . the program is produced by Jerry Stagg and was one of the first to go over KCOP, Los Angeles, for Lincoln- Mercury dealers. AT&T will continue to air it during its 28-week off/season, and will decide to go ahead or cut back on the show in the next time period has been forthcoming as yet.

John Nesbitt's "Telephone Time" was turned off KGBM.

AT&T was originally seeking a nighttime slot for the series—now in the summer of a weekly series to air, and the network was unable to accept the series in time to air it in The Billboard.
PULSE LOCAL RATINGS FOR DECEMBER

THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS AND SPOT ADJACENCIES

NASHVILLE

1. Wheel of Fortune, WSM, M-F, 11 A.M.
2. The Late Show, WSM, M-F, 11 P.M.
3. The Tonight Show, WSM, M-F, 11 P.M.
4. Wheel of Fortune, WSM, M-F, 11 A.M.
5. The Late Show, WSM, M-F, 11 P.M.
6. The Tonight Show, WSM, M-F, 11 P.M.

ERIE, PA.

1. Wheel of Fortune, WCAU, M-F, 11 A.M.
2. The Late Show, WCAU, M-F, 11 P.M.
3. The Tonight Show, WCAU, M-F, 11 P.M.
4. Wheel of Fortune, WCAU, M-F, 11 A.M.
5. The Late Show, WCAU, M-F, 11 P.M.
6. The Tonight Show, WCAU, M-F, 11 P.M.

SAN DIEGO, CALIF.

1. Wheel of Fortune, KFMB, M-F, 11 A.M.
2. The Late Show, KFMB, M-F, 11 P.M.
3. The Tonight Show, KFMB, M-F, 11 P.M.
4. Wheel of Fortune, KFMB, M-F, 11 A.M.
5. The Late Show, KFMB, M-F, 11 P.M.
6. The Tonight Show, KFMB, M-F, 11 P.M.

MEMPHIS

1. Wheel of Fortune, WHBQ, M-F, 11 A.M.
2. The Late Show, WHBQ, M-F, 11 P.M.
3. The Tonight Show, WHBQ, M-F, 11 P.M.
4. Wheel of Fortune, WHBQ, M-F, 11 A.M.
5. The Late Show, WHBQ, M-F, 11 P.M.
6. The Tonight Show, WHBQ, M-F, 11 P.M.

Time, Inc., Sells KOB Interests

ALBUQUERQUE, N. M.

The Albuquerque Broadcasting Company and Time, Inc., have acquired the Albuquerque Broadcasting Company and have sold the station to the KOB Broadcasting Company. The sale of the local station was reached in June 1957.

'Russlin' Series

DALLAS - "Russlin," has begun production of its third season. The series has been getting improved production, with better lighting and sound equipment.

REVOLVING DOORS

By CHARLOTTE SUMMERS

The Associated Press, which has been providing production for "Russlin," has been bought by Time, Inc. The sale of the local station was reached in June 1957.

Ashley-Steele staff... Marilyn Arbeiter, formerly of Screen Gems, has joined National Telecast Associates. BBC."
Walt Disney Tripples in '56

HOLLYWOOD—Television income from color film rentals for the first 12 months of 1955 was $6,983,518, or $0.21 per share as against $1.84 in 1955.

The television gross rose to $5,900,000, and $1,083,518 during the previous season. Production of the "Bambi" series, "Walt Disney's "Classical" was primarily responsible for this.

As a result, gross earnings from $24,609,502 to $27,507,594, even the income from film rentals was down approximately $2.5 million Publications, merchandising, and music grossed $35,518,702, an increase of $1,007,703 over the year before.

Can. Pix Boom; Mountains Films
Set at $1.2 Mil

TORONTO—A TV series on the Royal Canadian Mounted Police, based on the adventures of the Rough Riders for subjects for film, is to be made beginning next fall by Crawford Films Limited.

Budgeted at $1,200,000, the series will be the first to pass the official approval of the BCFP. The high budget is for a first for a Canadian film company. No single show has been budgeted at any time.

The shooting schedule calls for 26-31-week episodes to begin on the Canadian Broadcasting Corporation TV near a year from next fall.

The film in the series will be based on a report of the CBC for a film

The third company to produce a TV series in this country has been approved. The films are based on the "Adventures of Pierre Biquette," made by the Canadian Broadcasting Corporation created by the facilities of Olympic Productions, Ltd., Montreal, which is the first project of day February 8. The series of 26 episodes were shot both in English and French by the Charles company. The French version will be seen in the United States and the network of CBS-TV beginning February 3.

The series will be shown on a network of the Canadian Broadcasting. Companies. The French version was in this country gave the company access to the film in this country for the first time. In Commonwealth countries, through the film, in Canada in the release of "Mountains" the for the first time the first of a year "Mountains Film" is to be released in the United States, the film is to be released in Canada and the United States, the film is to be released in Canada and the United States.

The pairing of the "Mountains Film" is now in the making of the film. The Canadian Broadcasting Corporation has announced that the film is being produced for the first time by the French company. The film is to be released in Canada and the United States.

Outlining the corporation's policy on the question, said that it could have one to 10 such series a week, and have not necessarily be released, they should have Canadian themes.

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Disneyland & Verve Labels
To All Out Expansion Bid

Major Disk Status Aim Of Disneyland

NEW YORK—The music market of the future will be
headed by the Walt Disney organization.

The Walt Disney Company has announced plans for an expansion of its disk
operation, which will include the formation of a major label.

Disney will focus on creating a new label to
complement its existing operations, which include the Verve Records label.

The move is part of a broader strategy to expand the company's presence in
the music industry, following the successful launch of the Disneyland theme park.

All Granz Disks Under Verve Banner

HOLLYWOOD—In an open bid for "major" status based on
announcements of new major status by the
Granville Organization, the Granville disk operation will henceforth be
consolidated under the Verve label.

Granville, president of the Granville label, is
pleased with the Verve venture, which will
allow Granville to continue to produce and
market his own material.

Raphael Gets Title Tune 2 Pic Scores

HOLLYWOOD—Publisher Fred Raphael last week
scoring the scores from the two opening
major motion pictures and a third film, the
composer, Raphael, thus his Decca Music
film, will handle the score from Disney's
"The Sword in the Stone." (Continued on page 16)

IT'S TOUGH TO STEAL A MARCH THESE DAYS

New York—The race among major labels is so brisk these days that a
competitive march into the retail music market
seems impossible to the outsider.

In the wake of this week's avalanche of new
labels, the major labels have not
failed to make their presence
felt in the retail market.

Gale-RCA Deal Sets Disking Precedent

NEW YORK—Mom Gale, the
well-known talent manager, music
publisher, record label and show
maker, has signed a new deal with RCA
Victor. The deal will allow Gale to
produce his own line of records, which
will be distributed through RCA Victor.

Gale points out that this setup is
equivalent to that common in the
major record companies and that
the production company makes a
profit, and a major outlet distributes it.

It is believed that this is the first
time a major disking organization
has gone this far from an indie in a
purely commercial venture.

GTP Sets Up RKO Music

NEW YORK—Thomas O'Neill, head chairman of the Motion
Pictures, has created a strong bid for
solidly in the film industry. "The

Disneyland theme park has
launched the project of M-G-M
Records, a music publisher in the
world of film.

M-G-M has followed the pricing
of popular songs, which will
be held at the current price of
$3.98 to $2.98 and on three
record sets, on four of the
set. The company has
indefinite temporary lists of
prices, which will be
$5.00 per annum.

Tomlinson is Tabbed to Win Loew's Fight

NEW YORK—Joseph Tomlinson,
the new president of Loew's
Theatres, has been named as the
winning candidate in the battle
for the control of Loew's
Theatres. The company has
a total of 2,000 theaters, which
include Loew's, Warners, and
Republic.

Without Love
(There Is Nothing)

DECCA 9-30180 (45 RPM) • 30180 (78 RPM)

Copyrighted material
Harold Daily Sells Distrib Firm to Sons

HOUSTON—Harold W. (Pappy) Daily, of Houston, widely known in the country music field, has announced the sale of his record distributing firm bearing his name to his sons, John and Donald Daily, effective as of March 1. The sale includes the firm’s full time to Starday Records and Starday Publishing Company, which the Daily firm once owned a major share of, and the Pioneer of Los Angeles.

The Daily firm recently took over operations of the country and western department for Mercury Records, including its a&r functions. John and Donald Daily own and operate Big State Distributing Company and Daily Bros. Distributing Company, both of Dallas. In adding H. W. Daily Company to their holdings, which firm includes one-step operations in both Houston and San Antonio, the brothers become among the largest record distributors in the industry.

They are distributors for Mercury Records for the entire State of Texas. Pappy Daily will continue to operate for Mercury-Starday from his present office.

NLBR Stymies CLGA Net Bid

HOLLYWOOD—The National Labor Relations Board has filled a complaint to enjoin the bid of the Composer’s and Author’s Guild in the song register case. The Guild has been opposed by the Songwriters’ Protective Association who had filed a motion to intervene. The SPA did not claim jurisdiction for itself at the moment. NLBR ruled that there are no companies both in ABC and NBC, and these at CBS at its discretion. SPA had already been established as the bargaining agent for composers and lyricists of the music industry.

J. Morris Marcus, General attorney, said last week, “Despite the NLBR refusing the Composers and Lyricists...” (Continued on page 18)

Lonnie Barron Shot to Death; Suspect Held

PORT HURON, Mich.—Lonnie C. Barron, 24-year-old country and western singer popular since 1947, was shot to death Saturday. Wednesday (9) on the bathroom floor of his cottage located in the rear of the dance hall which he operated at Mt. Moriah, Mich. State police are holding out for questioning a suspect who confessed to W�认, Mi., the body of Lonnie Barron was eventually pulled out of the cottage by a state police officer at the scene.

The suspect was a man named Miles, who reportedly lived in the area and who claimed to have heard the gun shot.

Another $20,000,000,000

The Walt Disney Company is preparing to open a new $20,000,000,000 studio in Burbank, California, next year. This will be the first major studio to be built in the United States in over 20 years. The new studio will include state-of-the-art facilities for film production, with the latest in digital technology. The studio will be used primarily for the production of animated feature films, live-action feature films, and television programs. The new studio is expected to create thousands of jobs in the local community and will help to boost the local economy. The studio will also serve as a tourist attraction, with a visitors’ center and screening rooms for the public to enjoy the latest releases. The studio is expected to be operational by 2023.
Jazz Discards Esoteric for New Big-Business Look; More in '57

Cap Reviewer Service Post To Leo Kepler

Capitol Hears ASCAP Beets

Country Series Launched by Merc Records

Cimarron New C&W Label

Verve to Cut Spec Cast LP

Jazz Discards Esoteric for New Big-Business Look; More in '57

Capitol Hears ASCAP Beets

Country Series Launched by Merc Records

Cimarron New C&W Label

Verve to Cut Spec Cast LP
JANUARY 19, 1957

THE BILLBOARD

RUSH! MUST RUN NEXT ISSUE!

IN LAST 48 HOURS:
116284** RE-ORDERS

"WRITTEN ON THE WIND"
Theme from the Universal-International Film
MAGNIFICENTLY SANG BY

THE FOUR ACES
FEATURING AL ALBERTS

DECCA #9-30123 & #30123

Copy: A smash film - now playing to
smash audiences! Openings
nationally & big everywhere!
If Decca O.K. should get
behind this NOW - get them
where; a boat needed!

WRITE - PHONE - WIRE YOUR DECCA DISTRIB. NOW!

© DECCA RECORDS
NEW WORLD OF SOUND -
Disneyland Eyes Major Status

Editorially, the release of new Disneyland souvenirs and merchandise continues to be a major source of excitement. The success of these items is likely due to the popularity of Disneyland itself.

ASCAP Hassle

The ASCAP hassle continues to be a point of contention in the music industry. The organization has faced criticism for its royalty distribution practices and has been involved in several legal disputes with major music publishers.

Oater Renewals Cue Fuss

Oater (also known as Oater Renewals) is a term used in the music industry to describe the process of renewing music copyrights. This process becomes crucial when the original copyright on a song expires, as it determines whether the song can continue to be performed and recorded.

The Great Big Ballad Hit for 1957?

The term "Dreamy Eyes" refers to a popular ballad from 1957 that became a hit. The song was written by the team of Ben Weisman and Sol Luft and was performed by various artists, including Patti Page.

GTP Sets Up

GTP (General Television Productions) is a television production company that has produced several hit shows and specials.

Granz Disks Under Verve

The consolidation of all labels put the company in a prime position to compete with its rivals.

Baby Doll

Baby Doll was a jukebox hit in the 1950s and is still popular today. The song was originally recorded by Patti Page and has been covered by numerous artists.

M-G-M Follows

M-G-M is known for its extensive film library and is a major player in the music industry, owning many hit songs and albums.

DISTRIBUTORS WANTED!

Distributors play a crucial role in the music industry, helping to bring music to consumers worldwide. They work with record labels to distribute music and earn royalties from sales.

Copyrighted material
two ways to the top!

Columbia's foremost conductor — arranger — composer with an original composition in two wonderful money making versions.

INSTRUMENTAL VERSION

THE LAST DANCE

VOCAL VERSION

PERCY FAITH

DON CHERRY

COLUMBIA RECORDS

Copyrighted material
**Mercury Shifts Pop Promotion**

*C...from page 13*

major cities have a predilection for certain kinds of material and this fact, plus the degree of get-up-and-go of the local distributor, will determine selection of plug towns for new releases. Instrumentalists, he believes, have a head start toward a profit in Baltimore, Chicago, Buffalo, Cincinnati, Boston and sometimes Detroit. These were the towns he picked for pushing a current David Carroll performance of "Armien's Theme" and the plan is working satisfactorily.

While the heat is on for instrumentals in those towns, Myers leaves other towns open for group vocal wax where his statistics show such material has a better chance. These, he believes, are the "eternal triangle" of Pittsburgh-Cleveland-Detroit as well as Boston and Baltimore.

Meanwhile, Baltimore's neighbor, Washington, has a penchant for vocal renditions, he finds, and so do Chicago, Cleveland, Detroit and Philadelphia.

**Victor Shifts**

*C...from page 13*

Art Talmadge, a. & c. director, is expanding heavily on recording dates and the release schedule of singles, while he's cutting down on his investment-per-session wherever he can. His theory is that heavy session cost has little relation to producing the attractive sound on a disk to which the public responds. By emphasizing the creation of inventive sounds in instrumentation and arrangements, but employing small combinations of musicians instead of huge-and-expensive string sections, the cost of a session might be cut from $2,000 to $800, often with a superior commercial result.

Such a policy, he says, makes it more economically feasible to establish a "backlog" principle of issuing many more new releases, then jumping with a promotional push on the particular releases which first show signs of catching on.

**NLRB Stymies**

*C...from page 13*

Guild of America is now working out proposals to the employer groups next month, following the next meeting of the Guild's board of directors in February. Marcus said that the Guild's members, whether acting as employees or independent contractors, are entitled to and are firm in their desire for representation by a collective bargaining agency.

Meanwhile, in New York, SPA officials were obviously pleased with the decision. In a letter to the membership, Perry Abel Bauer pointed out that "This dismissal of the petition is the best proof that the petition was ill-advised and should not have been filed."

Recognizing the problems of fellow writers, Bauer said: "The method by which SPA hopes to solve these problems is much sounder than that which CLGA sought to adopt."

In a direct bid to CLCA to close with SPA on the铙ended edges of writers associated with the networks, Bauer put out a formula for representing composers to establish the unified organization which was discussed last year. We hope that all of the CLGA organization, its executives and disabled body, will now work with us that the plan proposed for the organization is sound and should be worked out.

Vik to handle record promotion for the subsidiary. He will replace veteran Jack Ben Kempner, who has announced his intention to retire from the company at the end of January.

**'Gold Quitar'**

*C...from page 13*

Duffy Reynolds, veteran guitarist and writer, whose compositions, "The Naked Eye", "The Man Who Shot the Mandolina" and "The Intimate Ann" are among the most widely used in film and television, will be making his first comeback in eight years with a brand-new album.

It was the decision of the worth-while producer, Bill Bullock, manager of the Singles Division, and Steve Sholes, especially artist and repertoire chief, to fly to the Coast to record Duffy, George Nascimento, vice-president in charge of the album, in a session on the Coast on a mission that combines artists relations and a Western dealers' survey. Fred Reynolds, jazz recording head, took the Westward hop earlier in the week. Meanwhile, Bob Duffy joined Russell Headon, who has announced his intention to return to the studio from the company at the end of January.
Music Publishing Corp. proudly announces its First Release "YOU ARE MY FIRST LOVE" recorded by Mr. Nat "King" Cole

Distributors:
RSVP
CAPITOL # F-3619

Sheet Music Jobbers:
RSVP
LARRY SPIER INC.
Sole Selling Agent
"STASHU" is a SMASHEROO!

ABC-Paramount's Got Another Runaway Sensation!

STASHU PANDOWSKI

RUSS CARLYLE and the Coachmen

"Sleeper with great potential! Could blossom into one of the first big sellers of the new year!" - CASH BOX

C/W

"I DON'T WANT TO SET THE WORLD ON FIRE"

9772

THIS IS THE ORIGINAL! ORDER PLENTY-AND HURRY!

ABC-PARAMOUNT

FULL COLOR FIDELITY
From the Hottest Company in the Business

the  ORIGINAL

MARIANNE

by

TERRY GILKYSON

and the

EASY RIDERS

B/W GOODBYE CHIQUITA
COLUMBIA #4-40817

* COLUMBIA RECORDS, of course
Many Sales Aids Offered Dealers

- Aids aim at stimulating the customer and helping the dealer sell.
- RCA Victor has piffer-proof rack for pocketable radios.

NEW YORK — There is no "let up" in the amount of material manufacturers are offering dealers to sell all sales of all types of merchandise. Some take the form of special display racks. Others are puffed up in the interest of offering fuller explanation and classification of the manufacturers' products.

New Needle Guide

For the past five years, Record has been getting the confusion surrounding the replacement needle business with their "Reference Guide." Now, the sixth edition of the Guide is available. Brought completely up-to-the-minute, the Guide gives dealers valuable "cartographic to phonograph to needle" data to enable the mass-behind-the-counter to complete a needle sale in the fastest possible time.

Hi-Fi Guide for Consumers

RCA Victor has prepared a 64page illustrated booklet for the consumer which takes the confusion out of high fidelity. "Many people have been driven away from high fidelity because they believe it is too complicated. The RCA Victor booklet aims at changing this situation.

The book, with a four-color cover, explains high fidelity, tells how it works and how it can be enjoyed in the home without the history of recorded sound, how records are made, what makes a hi-fi set, where to place the set for fullest enjoyment, tape recording, stereoaphonic sound, suggested musical libraries and a listing of all RCA Victor disc records. Quantities of the book can be secured thru your local RCA Victor distributor.

Dealers who handle high fidelity tape recorders will be interested in a new booklet offered by Fairchild, entitled: "How Good Is Your Arm?" The 16-page booklet describes the problems in designina a good, professional-quality tone arm at a modest price. Written in simple-to-understand language and illustrated fully, it covers such important sections as tone arm design, record tracking, tracking error, service problems and service design. The booklet is available at no charge by writing to the factory at 1940 45th Avenue, Long Island City, N.Y.

Loudspeaker Pamphlet

The Rockwell Corporation, American distributor of Goodmans Loudspeaker Systems, is offering dealers a free pamphlet containing excerpts of articles which explain the basic principles of loudspeakers, acoustic resistance units, and fraction loaded loudspeakers. Completely non-technical, the pamphlet is aimed at the ill-informed and nonengineer. It is guaranteed to be of interest to all hi-fi fanatics. Copies may be had by writing to Rockwell Corporation, 650 Habib Avenue, Tarrytown-on-Hudson, N.Y.

Piffer-Proof Rack

RCA Victor introduces its new display stand for pocket-size transistor radios. It has an effective guard against pilferage. The two-level metal stand safety locks the radio in place by means of a brass wicket and clip, making theft nearly impossible. Most importantly, the stand keeps the radio out on the counter where it can be seen and handled by customers, touch them and examine them closely.

The coral and gray stand, which will display RCA Victor's three pocket-size transistor radios, takes up counter space of only 6 inches by 6 inches. It is available thru RCA Victor distributors.

SALES POINTERS

Dept. Store Has Special Problem

- Getting "hot" merchandise to come much time, says buyer.
- Department store services a positive factor in increasing sales.

By Ralph Freuns

GRAND RAPIDS, Mich.—"Ordering the right problem with us," says Donna Wells, buyer for the Record Shop of Wurzburg's Department Store here, "Our competition there are seven other disk shops in the immediate area — gets a week's jump on us.

To clarify, the energetic, young businesswoman explained that department store policy demands all orders "go thru channels." She cannot pick up the phone and tell a distributor to send her records right away. Her order must be filled by the proper ordering department for processing. This takes three or four days.

The order is then mailed another day. Finally the distributor gets it and sends the merchandise the following day. Still another day is spent while the merchandise is enroute. In the case of a fast-breaking hit, this procedure drives customers into the hands of her competitors, she explains.

Other Dealers Are Lucky

The thing that hurts, according to Donna Wells, is having to tell a customer who wants the latest Lucky in a week from Monday." The customer, rather than wait that long, will go to another store.

In the face of such a ritual, other dealers would go out of business. But Donna has some very positive factors in her favor. Consider, for instance, her attitude toward record racks in a department store.

"They don't bother me," says Donna. "In fact, I feel a lot more than the racks. We have a mailing service. The customer

NEW PRODUCTS

NEW FM TUNER XIT FROM ALLIED RADIO.

The Allied Radio Corporation, exclusive distributor of Knight-Xit, has developed a new FM tuner kit for sale to dealers for $37.50. The kit includes a choice of three face plate colors: black, green and white.

The unit features printed circuitry, flywheel design, and automatic frequency control.

The cabinet of the tuner is gray, the海外市场 popular finish, and is styled to meet the needs of today's sophisticated buyer.

SONIC UNVEILS NEW LINE IN CHICAGO.

Sonic Industries has introduced its new line of Capri phones and radio packages. In all, there are 11 new phonographs, three all-transistor radios and two new promotionally-priced electronix. List prices range from $19.95 to $249.95.

The model shown here is the Capri 575. It has a bone-speed RCX VICTOR HAS A SIXTRANSISTOR RADIO.

A group of seven new radios, RCA Victor has unveiled its sixtransistor model which weighs only one pound. The midget set dubbed the "Transistor Six," will be nationally advertised at $49.95 — a price that is $15 below the firm's previous sixtransistor set. It is available in non-removable "Impac" black, red or white, and will be stocked by Sears and Radio Shack dealers for five years against shipping, cracking or breaking in normal use.

The "Transistor — Six," is equipped with a special jack for optional earphone attachment use.

Webcor changer, three-speaker system, "High fidelity" amplifier with negative feedback circuit. It is housed in a wood cabinet with leather grain vinyl covering in a choice of two-tone green and white, or cord and white.

to impress them with how little they know. I personally believe in helping a customer who doesn't know much. I'm interested in selling them merchandise rather than impressing them with how much I know about music."

Mostly Self Service

Most of the business done in Wurzburg's is from the self-service racks. Bowler boxes are used extensively. The "pops," however, are handled from behind the "check-out" counter.

Says Donna, "We have more control of the 'pops' from behind the counter. There is less pilferage and the stock is always neat. When the stock is out on a self-service rack, it can get plenty messy. This takes time not only to keep the stock arranged but also to find a particular number that a customer might want. Incidentally, we don't let the customer take more than two records into the booths at a time in order to cut down on pilferage.

Phono Sales Important

The sales of phonographs is important to Donna. She feels that playing equipment sales booms during certain times. In the fall, for instance, they were handled by the taped record department rather than by a department store. But she discontinued her business, "I know that you have to keep records to do a good job on selling phonos. Her sales record has proven that the best way to do this is not to want a clip that is going to
BELAFONTE HELPS YOU SELL

Now you can offer 39 hits by Harry Belafonte (America's leading album-seller!) for $5 with any of these RCA Victor 45 "Victrolas"

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RCA VICTOR
CAMDEN 8, NEW JERSEY
THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

**Best Selling Pop Albums**

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of record dealers in all key markets.

1. CALIFORSO—Harry Belafonte—RCA Victor LPM 1248
2. ELVIS—Elvis Presley—RCA Victor LPM 1382
3. MY FAIR LADY—Original Cast—Columbia CL 6060
4. THE KING AND I—Sound Track—Capitol W 740
5. THE EDDY DUCHIN STORY—Sound Track—Decca DL 8289
6. OKLAHOMA—Sound Track—Capitol S00 955
7. HIGH SOCIETY—Sound Track—Capitol W 750
8. BELAFONTE—Harry Belafonte—RCA Victor LPM 1150
9. ELVIS PRESLEY—RCA Victor LPM 1254
10. JERRY LEWIS JUST SINGS—Decca DL 8410

**Review Spotlight on...**

**Popular Albums**

**SONGS OF THE FABULOUS 'FIFTIES (1-12)**

Roger Williams, Kapp XL 5000

Williams offers his lush piano stylings of 25 songs in the de luxe two-LP set. There are the more memorable tunes of the years 1950 thru 1956 and Williams makes them all a pleasant experience. Mostly he works with a sirulous edge but in a few cases there is small rhythm backing and in "Good Night, Irene," there is an assist from a chorus. Inside the double fold cover are extensive notes by beleaguered Williams. His will, following and this collection of song hits is likely to win a load of new fans. Nice packaging for both dealers and jocks.

**Reviews and Ratings of New Albums**

**Classical**

**REFRENNY: SYMPHONY NO. 7 (1-18)**

OMAC LP 593

This LP was a best seller during the first half of 1958. Exemplary performances of Beethoven's Seventh and Eighth sonatas, recorded in modern versions for the Columbia Symphony Orchestra under the baton of conductor and pianist Leopold Stokowski.

**MOHLER: SYMPHONY NO. 41 IN C MAJOR (HAYDN): SYMPHONY NO. 6 IN C MINOR (MAY)**


Recordings of two of Haydn's symphonies which have been critically acclaimed. The symphonies are well-considered and make for a rewarding listening experience.

**BRUFORD: PIANO SONATA 19 IN D MINOR "FANTASY:" OPUS 3, NO. 2: PIANO SONATA 19 IN E FLAT MINOR (MAY)**

Peter Donohoe, London, 1970

Excellent recordings of two of the most difficult Beethoven sonatas. The tempos are captured with integrity in the recording and the piano's rich tone is well-preserved.

**Folk**

**BALLADS OF THE WANDERING BARD VOl. 1**

Oscar Brand, Contemporary AC 5000

Oscar Brand has recorded over 200 songs and this one is a true folk album with the music and words that people have heard in their lives. It is a book that people can sing and remember. The arrangements are simple and the words are direct. This is an album that everyone should own.

**Decline**

**ANOTHER SONG FOR THE FOLK**

Fred Neil, Vanguard VPS-97

This album features a variety of folk songs from different cultures. The lyrics are powerful and the music is easy to sing. The overall production is well-crafted, making it a great album for any folk music lover.

**JANUARY 19, 1957**

THE BILLBOARD'S MUSIC POPULARITY CHARTS... PACKAGED RECORDS

MODERN JAZZ QUARTET—MILT JACKSON

Nobody puts me down—outstanding performances of the modern jazz quartet in all its glory. The music is electrical throughout, and this is an example of that principle. The empty filed is filled with the resonating sounds of the various instruments. The result is a masterful performance, certain to make a mark among patrons of popular appeal. A fine "value" disc and can be used efficiently in straight jazz and easy-listening.
Bigger Each Week!

The BEVERLEY SISTERS

GREENSLEEVES

Best Skiffle Record Yet!
BOB CORT
and his Skiffle Group
DON'T YOU ROCK ME
DADDY-O
B/W
IT TAKES A WORRIED MAN
TO SING A WORRIED BLUES

A Sensation in Just Two Days
EDMUNDO ROS
MARY ANN

A Great New Record!
TED HEATH
MADAGASCAR
B/W JUNGLE DRUMS

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**RCA VICTOR**

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121 East 52nd Street, New York 17, N. Y. — Phonograph Hts. 8-7200 • 417 N. Lake Shore Drive, Chicago 11, III.—Willimatic, 4-1215 • 1010 N. Sprague Avenue, Hollywood 39, Calif. — Glendale 6-1400 • 1925 McCorkill Street, Nashville 5, Tenn.—Alley 5-5001 • In Canada, call Record Department, RCA Victor Company, Ltd., 1001 Lourn Street, Montreal, Quebec. For information concerning other foreign countries, write or phone RCA International Division, 22 Rockefeller Plaza, New York 20, N. Y. — Toll 1-2200.

**Continuous from page 34**

**Make your record label ring the bell!**

RCA VICTOR presides over a vast array of facades designed to appeal to every music lover, from the most discerning to the most casual. Each label is carefully crafted to reflect the unique character of the music it houses, ensuring that every record is a true representation of its artist and their creative vision. Whether you're searching for the latest hits or timeless classics, RCA VICTOR has something for everyone. Skilled engineers, expert producers, and dedicated artists have joined forces to create records that resonate with emotion and perfection. From ballads to rock, from classical to country, RCA VICTOR delivers the highest quality in every genre. So, if you're a music producer or a music enthusiast, consider joining the RCA VICTOR family. Together, we can create unforgettable musical experiences.**
bound to be the big one

THE LANE BROTHERS

singing their first on RCA Victor

Marianne

b/w

SOGNO D’ORO

20/47-6810
Jazz's Big-Business Look

from intimate East Side clubs to huge stands out on Long Island, the four-day weekend is becoming a common package booking. Canada is becoming fertile jazz territory, providing several good stoppers between New York and the Midwest, and the West Coast is beginning to mean Seattle, Vancouver, B. C.; Las Vegas, Nev., and Denver, in addition to Los Angeles and San Francisco.

It adds up to shorter jumps and larger bookings, which helps keep traveling jazz acts on a profitable basis. But the biggest boost to the traveling jazzmen is 1957 will be the colleges. The agencies are arranging on-campus arrangements for universities and other groups on each campus, to enable any school, regardless of size, to bring in top names. In many spots, the same unit will give afternoons, evening and night-time concerts in a single day under different auspices.

Nearly every big jazz festival of 1956 will be repeated. Newport, R. I., which drew nearly 25,000 admissions in three days last July, is expected to run on an even more lavish scale this time. Last year, the festival received hefty financial support on the talent end from Columbia Records, which taped much of the proceeding.

N. Y. Festival

New York's Randall's Island Festival (20,000 in two nights) will be another repeat, as will the Stratford, Ont., Shakespeare Festiva.

Following the highly profitable example of New York's Lewisohn Stadium and other summer symphony series, the "Jazz Night" at page concerts will become more prevalent, and probably will help pull more symphony subscription out of their perpetual deficits. The Art Institute in Toeho has booked a three-concert jazz series, with the first occurring in February.

In the concert tour area, Norman Granz's JATP this round will be challenged by the impresario's brother, Irving, who will radically expand the routing of his Coastbased Jazz a la Carte tour.

In the field of music publishing, catalog-conscious publishers are making strong, original efforts to cash in the growing jazz interest among young school-age music fans. "Do It Yourself" folios, including music and a deck with recorded accompaniment, are well beyond the "experimental" stage, and are doing enough plus business to induce publishers to plan additional books.

A number of name jazz musicians currently are working on commissions to produce method books, orchestrations, solo books, etc. Several smaller publishers have made a good business out of printing folios of jazz solos transcribed right from records.

Jazz Books

Several of the most important books in jazz history appeared in 1956. These included "Hear Me Talk to Ya," "The Encyclopedia of Jazz," "Jazz Evolution and Essence," "The Story of Jazz," and, most recently, "The Encyclopedia Yearbook of Jazz.

MOVING UP FAST

Class 11447

"PUT YOUR ARMS AROUND ME HONEY"

b/w

"WHY CAN'T YOU"

Bobby Charles

Chess-Chicago Range Record Co.

3730 S. Cottage Grove Avenue

All plans: Renewed E-4512

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From a Great Picture

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FRIENDLY

PERSUASION

UNIQUE LP 110

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New! IMPERIAL Records

Red Hot!

Roy Brown

'SATURDAY NITE'

'EVEYBODY'

#5422

A Real Smash!

Ruth and Al

'HELLO BABY'

'REAL GONE PARTY'

#5414

IMPERIAL RECORDS
# Honor Roll of Hits
## The Nation's Top Tunes
For survey week ending January 9

### First Ten

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
<th>Last Week</th>
<th>New</th>
<th>Artists</th>
<th>Record</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Singing the Blues</td>
<td>Byrd—published by Acuff-Rose (BMI)</td>
<td>Best Selling Records: G. Mitchell, Col 40165; M. Robbins, Col 21545.</td>
<td>1</td>
<td>12</td>
<td>Byrd, Mitchell, Robbins</td>
<td>G. Mitchell, Col 40165; M. Robbins, Col 21545.</td>
<td>6.0</td>
</tr>
<tr>
<td>2</td>
<td>Banana Boat Song</td>
<td>By Akins, Carter, Dacus—published by E. B. McRae-Brown (BMI)</td>
<td>Best Selling Records: Tennis, Glory 200; B. McRae, Via 20677. Other Records Available: Frances Eisman, Dee 15125; Johnson &amp; Jack, Via 20677; S. Lawrence, Cirl 6749; S. Vaughan, Mercury 7028.</td>
<td>7</td>
<td>4</td>
<td>Akins, Carter, Dacus</td>
<td>E. B. McRae-Brown (BMI)</td>
<td>7.0</td>
</tr>
<tr>
<td>4</td>
<td>Blueberry Hill</td>
<td>By Lewis Strobert—published by Chappell (ASCAP)</td>
<td>Best Selling Record: P. Donavin, Imperial 5067. Record Available: L. Atkinson, Decca 4076.</td>
<td>4</td>
<td>15</td>
<td>Lewis Strobert</td>
<td>P. Donavin, Imperial 5067. L. Atkinson, Decca 4076.</td>
<td>7.0</td>
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<tr>
<td>5</td>
<td>Green Door</td>
<td>By Dave &amp; Mate—published by Trinity (BMI)</td>
<td>Best Selling Record: J. Lowe, Due 12496.</td>
<td>3</td>
<td>17</td>
<td>Dave &amp; Mate</td>
<td>J. Lowe, Due 12496.</td>
<td>7.0</td>
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### Second Ten

<table>
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<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Record Label</th>
<th>Last Week</th>
<th>New</th>
<th>Artists</th>
<th>Record</th>
<th>Weeks on Chart</th>
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</thead>
<tbody>
<tr>
<td>11</td>
<td>Cindy, Oh Cindy</td>
<td>By Barrett-Jones—published by E. R. Akers (BMI)</td>
<td>Best Selling Records: E. Fisher, Via 204673; V. Martin, Glory 760.</td>
<td>9</td>
<td>14</td>
<td>Barrett-Jones</td>
<td>E. Fisher, Via 204673; V. Martin, Glory 760.</td>
<td>5.0</td>
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<tr>
<td>12</td>
<td>Moonlight Gambler</td>
<td>By Hill—McGhee—published by E. B. Martin (ASCAP)</td>
<td>Best Selling Record: F. Lee, Cirl 4780.</td>
<td>11</td>
<td>6</td>
<td>Hill, McGhee</td>
<td>F. Lee, Cirl 4780.</td>
<td>5.0</td>
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<tr>
<td>13</td>
<td>Hey! Jealous Lover</td>
<td>By Coler-Walker-Power—published by Player Music (ASCAP)</td>
<td>Best Selling Record: P. Steiner, Cirl 4812.</td>
<td>10</td>
<td>12</td>
<td>Coler-Walker-Power</td>
<td>P. Steiner, Cirl 4812.</td>
<td>5.0</td>
</tr>
<tr>
<td>14</td>
<td>Rose and a Baby Ruth</td>
<td>By Johnny Dee—published by Broadway Music, Inc. (BMI)</td>
<td>Best Selling Record: G. Huntington IV, ASCAP-Macon 976. Records Available: County Gretchen, Via 205671; R. Foster, Dee 20581.</td>
<td>12</td>
<td>10</td>
<td>Johnny Dee</td>
<td>G. Huntington IV, ASCAP-Macon 976. County Gretchen, Via 205671; R. Foster, Dee 20581.</td>
<td>5.0</td>
</tr>
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</table>

### Third Ten

<table>
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<tr>
<th>#</th>
<th>Title</th>
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<th>Record Label</th>
<th>Last Week</th>
<th>New</th>
<th>Artists</th>
<th>Record</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>Garden of Eden</td>
<td>By Donnie Moore—published by Republic (BMI)</td>
<td>Record Available: J. Valine, Via 6226.</td>
<td>19</td>
<td>11</td>
<td>Donnie Moore</td>
<td>J. Valine, Via 6226.</td>
<td>5.0</td>
</tr>
<tr>
<td>22</td>
<td>Two Different Worlds</td>
<td>By Wayne-Fitch—published by Princess Music (ASCAP)</td>
<td>Records Available: B. Clayton, Cirl 6718; D. Heaton, Cirl 2262; D. Roland, Dee 3008; B. Dorsey, Schula 1223; B. Williams-Jane Montage, Cap 1465.</td>
<td>21</td>
<td>12</td>
<td>Wayne-Fitch</td>
<td>B. Clayton, Cirl 6718; D. Heaton, Cirl 2262; D. Roland, Dee 3008; B. Dorsey, Schula 1223; B. Williams-Jane Montage, Cap 1465.</td>
<td>5.0</td>
</tr>
<tr>
<td>23</td>
<td>Blue Monday</td>
<td>By D. Barrett—published by Croce-Brown (BMI)</td>
<td>Records Available: F. Donavin, Imperial 5417.</td>
<td>27</td>
<td>2</td>
<td>D. Barrett</td>
<td>F. Donavin, Imperial 5417.</td>
<td>5.0</td>
</tr>
<tr>
<td>25</td>
<td>Slow Walk</td>
<td>By S. Amos—published by Niels (BMI)</td>
<td>Records Available: B. Doggett, King 5006; S. Amos, Mercury 7064. O. Smith, Cadence 1244.</td>
<td>22</td>
<td>7</td>
<td>S. Amos</td>
<td>B. Doggett, King 5006; S. Amos, Mercury 7064. O. Smith, Cadence 1244.</td>
<td>5.0</td>
</tr>
</tbody>
</table>

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JANUARY 19, 1957

The Billboard

New! Joe Bushkin's
"Skylight Rhapsody"
another big hit album
from Capitol Records

There's sales magic in the piano wizardry of Joe Bushkin. Since his first great Capitol long-playing album, "Midnight Rhapsody," Joe's thousands of fans have been waiting for more of the same—his distinctive piano style in a rich orchestral setting.

In Skylight Rhapsody: Body and Soul • She's Funny That Way • My Romance • It Could Happen to You • Can't We Be Friends? • Bess, You Is My Woman • Autumn in New York • Someone To Watch Over Me • Flamingo • Why Shouldn't I? • Something Wonderful Happens In Summer • It's All Right With Me.

Album No. T 759
**Best Sellers in Stores**

For survey week ending January 9

RECORDS are listed in order of their current national selling importance at retail through The Billboard's weekly survey. They are listed in the order of their weekly sales, as determined by The Billboard's estimated distribution to retail outlets. When significant sales are reported on both sides of a record, the record is listed in descending order of sales importance on both sides.

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<th>Artist</th>
<th>No. Weeks</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>SINGING THE BLUES (BMI)-C. Mitchell</td>
<td>12</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>GREEN DOOR (BMI)-J. Love</td>
<td>3</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>BLUEBERRY HILL (ASCAP)-S. F. Domingo</td>
<td>4</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>YOUNG LOVE (BMI)-S. J. James</td>
<td>13</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>BANANA BOAT SONG (BMI)-T. A. Templeton</td>
<td>5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>DON'T FORBID ME (BMI)-P. Boone</td>
<td>11</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>LOVE ME TENDER (BMI)-E. Presley</td>
<td>14</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>J. SATURDAY SING (BMI)-F. Laine</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>ROSE AND A BABY RUTH (BMI)-G. Haineman</td>
<td>6</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>LOVE ME (BMI)-E. Presley</td>
<td>12</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>HEY! JEALOUS LOVER (ASCAP)-F. Dinella</td>
<td>7</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>CINDY, OH CINDY (BMI)-E. Fisher</td>
<td>15</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>BANANA BOAT SONG (BMI)-H. Belfonte</td>
<td>22</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>BLUE MONDAY (BMI)-F. Domino</td>
<td>17</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>SINCE I MET YOU BABY (BMI)-J. Hunter</td>
<td>19</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>HEY! JEALOUS LOVER (ASCAP)-F. Smirnoff</td>
<td>16</td>
<td>12</td>
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<tr>
<td>LOVE IS STRANGE (BMI)-Mickey &amp; Sylvia</td>
<td>24</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>DON'T FORGET ME (BMI)-J. Lewis</td>
<td>13</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>GONNA GET ALONG WITHOUT YA (ASCAP)-L. &amp; P.</td>
<td>16</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>DON'T BE CRUEL (BMI)-E. Presley</td>
<td>10</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>SLOW WALK (BMI)-S. Austin</td>
<td>12</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>HONEY TONE (Parts 1 &amp; 2)-B. Doggett</td>
<td>22</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

**Most Played in Juke Boxes**

For survey week ending January 9

RECORDS are listed in order of their greatest number of plays on juke boxes in the country, as determined by The Billboard's weekly survey. They are listed in the order of their weekly plays, as determined by The Billboard's estimated survey. When significant plays are reported on both sides of a record, the record is listed in descending order of plays importance on both sides.

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<td></td>
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<td>15</td>
<td></td>
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<td>LOVE ME TENDER (BMI)-E. Presley</td>
<td>4</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>J. SATURDAY SING (BMI)-F. Laine</td>
<td>1</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>ROSE AND A BABY RUTH (BMI)-G. Haineman</td>
<td>6</td>
<td>12</td>
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<td></td>
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<tr>
<td>SLOW WALK (BMI)-S. Austin</td>
<td>12</td>
<td>23</td>
<td></td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending January 9

RECORDS are listed in order of the greatest number of plays in juke boxes throughout the country. They are listed in the order of their weekly plays, as determined by The Billboard's estimated survey. When significant plays are reported on both sides of a record, the record is listed in descending order of plays importance on both sides.

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<td>14</td>
<td></td>
</tr>
<tr>
<td>GREEN DOOR (BMI)-J. Love</td>
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<td></td>
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<tr>
<td>LOVE ME TENDER (BMI)-E. Presley</td>
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<tr>
<td>J. SATURDAY SING (BMI)-F. Laine</td>
<td>1</td>
<td>10</td>
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<tr>
<td>ROSE AND A BABY RUTH (BMI)-G. Haineman</td>
<td>6</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>LOVE ME (BMI)-E. Presley</td>
<td>12</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>HEY! JEALOUS LOVER (ASCAP)-F. Dinella</td>
<td>7</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>ROSE AND A BABY RUTH (BMI)-G. Haineman</td>
<td>6</td>
<td>10</td>
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<tr>
<td>LOVE ME (BMI)-E. Presley</td>
<td>12</td>
<td>6</td>
<td></td>
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<tr>
<td>DON'T FORGET ME (BMI)-J. Lewis</td>
<td>13</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>GONNA GET ALONG WITHOUT YA (ASCAP)-L. &amp; P.</td>
<td>16</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music**

These are listed in order of their current national selling importance at the sheet music level.

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>No. Weeks</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Love Me Tender (Presley)</td>
<td>1</td>
<td>14</td>
<td></td>
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<tr>
<td>Angelic Heart (Ascot)</td>
<td>3</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>True Love (Bostonic)</td>
<td>5</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Love Me Tender (BMI)-E. Presley</td>
<td>13</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Brown-Eyed Handsome Lover (Church)</td>
<td>8</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Love Me Tender (BMI)-E. Presley</td>
<td>13</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Baby Face (Presley)</td>
<td>4</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Second Love (Presley)</td>
<td>9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>The Man With the Golden Arm (Presley)</td>
<td>4</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Among My Lonely Days (Presley)</td>
<td>4</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Honey in My Heart (Presley)</td>
<td>4</td>
<td>11</td>
<td></td>
</tr>
</tbody>
</table>

*Copyrighted material*
Heading For The Hit Parade

PATTI PAGE

"REPEAT AFTER ME"

MERCURY 71015

NEW RELEASES THIS WEEK

NICK NOBLE

"No One Sweeter Than You"

AND

"I'M A VISITOR"

TONY SMITH

AND THE ARISTOCRATS

"Wacker Drive"

INSTRUMENTAL ROCKER

AND

"WIGGLE WAGGLE WALK"

35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS
Big Hit Heading Your Way!
A FRESH NEW VOICE

FIFTEEN YEAR OLD

JOY LAYNE

SINGS

"YOUR WILD HEART"

DON'T MISS THIS GREAT PERFORMANCE!

MERCURY 71038
SIL AUSTIN ROCKS AGAIN!
WITH ANOTHER "SLOW WALK"

"THE LAST TIME"
COUPLED WITH "BIRTHDAY PARTY"
MERCURY 71027
Dynamic New Singing Star...

Leny Eversong

"JEZEBEL" and "JALOUSIE"

vocal with orchestra directed by NEAL HEFTI

Coral 61782; 9-61782

"ABOUT LENY EVERSONG"...Coral proudly presents the American recording debut of the electrifying Leny Eversong, sensational singing star of Brazil. One of the most popular nite-club and television personalities of South America, Miss Eversong was introduced to the American TV audience on the Ed Sullivan show January 6th. Her great voice and fabulous range are demonstrated superbly on these two exciting sides.

Breaking BIG Everywhere...

TOM EDWARDS

WHAT IS A TEEN AGE GIRL?

c/w

WHAT IS A TEEN AGE BOY?

Coral 61773; 9-61773
NEATEST HITS OF THE YEAR!

DON ROBERTSON

ROCKAWAY FANTASY

Record No. 3623

NAT "KING" COLE

YOU ARE MY FIRST LOVE
BALLERINA

Record No. 3624

JIMMY BREEDLOVE

With Orchestra and Chorus Conducted by LES BAXTER

DANNY BOY
THE SKY
(Le Ciel)

Record No. 3626

ANN LEONARDO

With Earl Sheldon’s Chorus and Orchestra

THE LAW OF ATTRACTION
NOW IS THE TIME

Record No. 3627
RECENT POP RELEASES

Coming Up Strong

The Billboard's weekly survey of top album sales now includes these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. You Don't Owe Me a Thing
   Look Homeward, Angel..............Johnnie Ray
   (BMI); (BMI) Columbia 40603

2. One in a Million
   On My Word of Honor..............The Platters
   (BMI); (BMI) Mercury 71001

3. Greensleeves
   The Beverly Sisters
   (ASCAP) London 1763

4. Jim Dandy
   Lavern Baker
   (BMI) Atlantic 1116

5. Too Much
   Playing for Keeps..............Elvis Presley
   (BMI); (BMI) RCA Victor 6800

6. Knee Deep in the Blues
   Take Me Back..............Cuy Mitchell
   (BMI); (ASCAP) Columbia 40820

7. Who Needs You?
   It's So Easy to Forget............The Four Lads
   (ASCAP); (BMI) Columbia 40831

8. Can I Steal a Little Love?
   Your Love for Me..............Frank Sinatra
   (ASCAP); (BMI) Capitol 3069

9. Repeat After Me
   Patti Page
   (ASCAP) Mercury 71015

10. Wringle Wrangle
    Bill Hayes
    (ASCAP) ABC-Paramount 9783

10. Wringle Wrangle
    Fess Parker
    (ASCAP) Disneyland F 39

This Week's Best Buys

Special telephone reports indicate these recent releases have broken and are in one or more key areas. They are not yet up with enough sales strength to show in Billboard's national survey and therefore do not rate a "Coming Up Strong" listing.

FOO MUCH (Southern Belle-Poslony, BMI)
PLAYING FOR KEEPS (Hi-Lo, BMI) - Elvis Presley
- RCA Victor 6800-Advance orders put this disk in the best seller class even before it was generally available. Distribution was effected in most areas during the past week and customers began snapping up disks like hot cakes. It doesn't take genius to see that this will be a chart record short. At this early stage, it is hard to determine which side outperforms the other. The Presley fans are giving both tunes quite a whale; both are propelling it forward. A previous Billboard "Spotlight" pick.

WRINGLE, WRANGLE (Disney, ASCAP)
- Bill Hayes-ARC-Paramount 9785
- Fess Parker-Disneyland F 39-The Fess Parker version of this tune from the pic. "Worterdip Hip, the Waggon" has been available over a month; the Hayes only about two weeks. The picture has been released in the last few days, and both versions of the tune skyrocketed. Areas where one or the other—or both—are moving at a rapid stage include Boston, New York, Philadelphia, Baltimore, Pittsburgh, Chicago, Milwaukee, Detroit, and St. Louis. Both appear to have first-rate chart potential.

POP RECORDS

NATE COLE........Capitol 3619........YOU ARE MY FIRST LOVE
   (flex, BMI)
A beautiful ballad, read with King Cole's usual tenderness and taste. His cello-based delivery and disarming, intimate style ought to flip his vast following, as usual. Flip is the hit of yesteryear. "Balladino" (Jefferson, ABC) finally perches and should get many well-merited spins. This should be a profitable retail item.

MITCH MILLER ORK........Columbia 40851........SONG FOR THE NINTH DAY
   (April, ASCAP)
These from the incidental music to the CBS TV presentation, "Mr. and Mrs. McDaddams" (January 30). The melody is clean and memorable with a gentle, liltig gait. The arrangement is fresh and imaginative. All in all, the material's commercial possibilities seem to be in a class with Miller's hit, "Music for a Summer Night." The flip is a "A Very Special Love" (April, ASCAP), an instrumen- talal that propels the same material for the Fourth Night" in a slightly different way. DJ-es say have some highly attractive programs here.

JULIUS LA ROSA........RCA Victor
   - Stasie Pandonaki
   (Flex, ASCAP)
Last year was a favorable one for novelties, and this could be, too, if they are of the caliber of this hit. La Rosa is an old hand at dialect lyrics and he brings out the humor of this broken-English ballad with evident relish. The sing-along polka-band backing is catchy. Russ Carlyle's reading also has much merit and has some advantage in having been cut first. Good beat and lip reads the Carlyle version first-rate potential, too. The material is the thing, and if it takes, both of these records figure to pull in quite. Flip of the Carlyle record is a "I Don't Want to Set the World on Fire" (Cherin, BMI); that of the La Rosa, "Jeanette."

POP TALENT

BOB WHALEN..........Jubilee 5268........CHAPEL OF THE ROSES
   (Trianglo, ASCAP)
WILL MY LOVE I THEE ENDOW?
   (Bergman, Voce & Conn, ASCAP)
Whalen is an impressive young talent with a big voice and quality reminiscent of Tony Bennett. He has a wide range for a baritone, and he handles his pipes with relaxed style. "Chapel of the Roses" (on the ABC) is the center of the song. He shows all the hallmarks for belted emotion, and Whalen lays it on the line. Flip is a ballad that also shows unusual artistry and feeling.

Gloria Mann

Faded Photographs..............DECCA 50140
   - A very good group, which in the way best ballad sounds a little like the Teen-Ager. The lead has terrific presence and a left way with the sentimental lyrics. Could take off. (Pamco, BMI)

You Can't Be Mine...........The Philly style is in well-suited to this swingy trille that owed its title to a great old Ella Fitzgerald-Chick Webb recording. (Chappell, ASCAP)

The Dreamers

THE RIGHT TIME FOR LOVE
   (Arc-Paramount 9748) - A good group, which in the way best ballad sounds a little like the Teen-Ager. The lead has terrific presence and a left way with the sentimental lyrics. Could take off. (Pamco, BMI)

Unusual piece of material fast and in a big way. It satisfied material im- pression. The sound of the lead-plus fiery guitar makes-this an easy sell. (Pamco, BMI)

Jerry Vale

All Dressed Up With a Broken Heart...
   (Columbia 49265) - A pretty old ballad gets a lush Vale reading with big sound backing by Percy Faith's orch. Can get overtones, records well and may do some business. (BMI)

He Thinks Im Wonderful.....
   (EMI)
Rich piping on a love ballad, lapped, however, by disappointing backing. (ASCAP)

Reviews and Ratings **

JANE MORGAN
From the First Holes
   to the Last Goodbye
   (Pamco, BMI)

KAPP 172-Johnny Burke wrote both words and music to this protest-style waltz. Miss Morgan, who should pick one of these days, stands a good chance here on the basis of warm, distinctive piping. Choral support reminds of some very lively productions. (Cavalcade, ASCAP)

CROOK HOUSE
    CROOK HOUSE

Rather contrived opus gets the best possible treatment from the talented thrush. Some locks will take a fancy to the ma- terial, but the flip should win the major- ity. (Bengamin, Voce & Conn, ASCAP)

THE LANGERS
   Freckled-Faced Sara Jane
   (Pamco, BMI)

CORAL 1769 - Group steps up the tempo a bit on another bit of old barhershop balladry. Dick Jacobs supplies a worthy backing assist. Jocks could give it a spin for lighter comedy moments. (Laudee, BMI)

H Happened in Monterey, Ramona
   (Pamco, BMI)

Two old standards gets modified counterpoint harmony treatment. Backing again is solid. (Fest, ASCAP)

ANN GILBERT
Johnny
   (EMI)

VIR 2065-Appealing, unusual material, with country walks overtones, casts the versatile young thrush in an uptempo type production. Should get plenty of play and may do some business. (BMI)

He Thinks Im Wonderful
   (EMI)

Rich piping on a love ballad, lapped, however, by disappointing backing. (ASCAP)
No. 1 Pop Version....
THE HILTOPPERS
have it!

"MARIANNE" "You're Wasting Your Time"
(TRYIN' TO LOSE THE BLUES)

with Billy Vaughn and His Orchestra
DOT-15537
DEALERS - OPERATORS - EXPORTERS

Get Acquainted With the Most Efficient

ONE STOP RECORD SERVICE in the Country

WE CAN SUPPLY ALL YOUR RECORD REQUIREMENTS - ALL SPEEDS - ALL LABELS AT WHOLESALE COST, PLUS FREE SERVICE CHARGE. ALSO FREE TITLE STRIPS.

WE GUARANTEE:

• BEST PRICES • FASTEST SERVICE • MOST COMPLETE FILLING OF ORDERS

TRY US AND BE CONVINCED

All shipments C.O.D. Taken deposit required with first order. Now celebrating our 10th successful year.

TOWN HALL RECORD SERVICE

188 RIVERSDALE AVENUE, BROOKLYN 12, N.Y. Dickens 6-2705

GIVE YOUR PROFITS A BIG BOOST WITH BILLBOARD'S

SALES WATCHES

...they can help you sell more records and equipment!

This twice-a-month display poster service brings you:

"Big Hit" Poster Display - 17-22"-folds two colors, 20. Top 10 Themes of the week, plus the up-and-coming disks.

"Big Pick" Album Poster Display with "Billboard" Jewel, 17-22", two colors. Like "em in overcoats and posters, too.


AND YOU SAVE UP TO 50% ON THIS SPECIAL OFFER

By investing as little as $25 a week, you can be sure that every record that you sell is the special introduction for you. BILLBOARD will send you our SALES BOOSTER Kit, twice a month, for just $7.50. Or if you want to do it yourself, it can be had for only $3.00. Regular price is $1.00. You save half that way, too.

MERCHANDISING DIVISION
The Billboard, 321 West 45th Street, New York 18, N.Y.

Available: Please use the 6x6 SALES BOOSTER KIT. (Continued on page 49)
another BIG one from "LITTLE" BRENDA LEE

ONE STEP AT A TIME

as introduced on the Perry Como TV Show

b/w FAIRYLAND
DECCA 30198 • 9-30198

A NEW WORLD OF SOUND
WEBB PIERCE

WATCH THIS ONE—
IT'S BUSTING WIDE OPEN

"I'M TIRED"

b/w

"IT'S MY WAY"

Decca #30155

THE BIGGEST ONE YET FOR ME

Under Exclusive Management

JIM DENNY ARTIST BUREAU
146 7th Ave. No.,
Nashville, Tenn.

Phone Alice 6-5558

COUNTRY & WESTERN RECORDS

C&W Best Sellers in Stores

For survey week ending January 9

For survey week ending January 9

C&W records are listed in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers through a high volume of retail and western records. When significant action is reported on both sides of a record pair, both are combined to determine position on the chart. Each position is based on retail sales, with both sides listed in bold type, the leading side on top.

1. SINGING THE BLUES (BMI)—M. Robbins
2. THERE YOU GO (BMI)—J. Cash
3. TRAIN OF LOVE (BMI)—Joe Dowell
4. I WALK THE LINE (BMI)—J. Cash
5. CRAZY ARMS (BMI)—R. Price
6. YOUNG LOVE (BMI)—J. James
7. I'VE GOTT A NEW HEARTACHE (BMI)—R. Price
8. WASTED WORDS (BMI)—Col 21562
9. DON'T BE CRUEL (BMI)—E. Presley
10. HOUND DOG (BMI)—Vic 26-6024
11. LOVE ME TENDER (BMI)—E. Presley
12. I'M TIRED—W. Pierce
13. My Way (BMI)—Col 30013
14. REPENTING (BMI)—K. Wells
15. I'M COMING ON YOU (ASCAP)—Vic 26-6135
16. STOLEN MOMENTS (BMI)—H. Seaton
17. You Were the Best (BMI)—Cap 21551
18. SUNSET (BMI)—Col 21522
19. SEARCHING (BMI)—K. Wells
20. I'M RANKING NO HUMAN (BMI)—Vic 26-6106
21. SWEET DREAMS (BMI)—E. Young
22. Turn Her Down (BMI)—F. Young
23. I'll Be Satisfied With Love (BMI)—Cap 21549

Most Played C&W in Juke Boxes

For survey week ending January 9

For survey week ending January 9

Japan records are listed in order of their current national playing importance at the retail level, as determined by The Billboard's weekly survey of dealers through a high proportion of retail and western records. When significant action is reported on both sides of a record pair, both are combined to determine position on the chart. Each position is based on retail sales, with both sides listed in bold type, the leading side on top.

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20. I'M RANKING NO HUMAN (BMI)—Vic 26-6106
21. SWEET DREAMS (BMI)—E. Young
22. Turn Her Down (BMI)—F. Young
23. I'll Be Satisfied With Love (BMI)—Cap 21549
**FOLK TALENT & TUNES**

By Bill SACHS

**Around the Horn**

Faron Young, brought to you by the Anita Kerr Singers, has released a new album. It is the first to be distributed by the SESAC Transcription Library, with eight of the sides to be distributed by the Music Box. It features the song "Hey, Faron!" and "Hey, Faron!," with "What You Want Me To." It's been a hit, and Faron has received a lot of praise from his fans.

**Happy Iron**, who whistles the blues with his own style, is enjoying a lot of success with his latest song, "The Windy City," which is getting a lot of airplay on the radio. His name is becoming well known, and he's getting a lot of attention from the music industry.

**C&W Territorial Best Sellers**

For survey week ending January 9, the following artists were the top sellers in each of the six regions:

**Birmingham**
- Hank Williams, "Your Cheatin' Heart"
- Bill Monroe, "Dust Bowl Blues"
- George Jones, "He Stood There and Warned Us"
- Wanda Jackson, "Come On Home"
- Loretta Lynn, "You're Lookin' at Country"

**Memphis**
- George Jones, "I'm Just a Lover"
- Merle Haggard, "Young Love"
- June Carter, "I Walk the Line"
- Johnny Cash, "Ring of Fire"
- Jerry Reed, "A Horse with No Name"

**Nashville**
- Charley Pride, "Kiss an Angel"
- Marty Robbins, "I Got You Babe"
- Loretta Lynn, "You're Lookin' at Country"
- June Carter, "I Walk the Line"
- Johnny Cash, "Ring of Fire"

**Richmond, Va.**
- Charlie Daniels, "The Devil Went Down to Georgia"
- Dolly Parton, "Jolene"
- George Jones, "I'm Just a Lover"
- June Carter, "I Walk the Line"
- Johnny Cash, "Ring of Fire"

**St. Louis**
- Merle Haggard, "I Got You Babe"
- George Jones, "I'm Just a Lover"
- June Carter, "I Walk the Line"
- Johnny Cash, "Ring of Fire"
- Jerry Reed, "A Horse with No Name"

**Reviews of New C&W Records**

**RED ROOSTER**

*Fashions (Out on Parade)* (O)... 71

**DECCA 1977—**A fine performance by a young and vibrant country group. It has a strong talent of country music and the vocals are outstanding. It's a great album.

**The Band**

*Wanted! The Outlaw* (MCA)... 69

**DOLLY PARTON**

*Heartbreak Penguin* (Interscope)... 70

**LEON RUSSELL**

*Tulsa Time* (Capitol)... 71

**GLEN CAMPBELL**

*I Never Willmarry Again* (Barnes)... 68

**BEANS YANCEY & RITA TAYLOR**

*Memphis* (MCA)... 68

**BILLY JOE**

*He Stood There and Warned Us* (MCA)... 69

**BOB GAILLARD**

*Secrets of the South* (MCA)... 69

**WILLIE NELSON**

*Red Headed Stranger* (MCA)... 68

**DAVEY JONES**

*If I Ever Get To Heaven* (MCA)... 69

**DEAN MARTIN**

*In the Zone* (MCA)... 69

**GLORIA CUMMINGS**

*You're the One* (MCA)... 69

**DAN WILLIAMS**

*My Man* (MCA)... 69

**BURTON WILSON**

*I'm Just A Country Boy* (MCA)... 68

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*You're the One* (MCA)... 69

**DAN WILLIAMS**

*My Man* (MCA)... 69

**BURTON WILSON**

*I'm Just A Country Boy* (MCA)... 68
new BIGHTS!

(1) GUIDED MISSILES
Coff Links 409

(2) DID YOU HAVE FUN
Vernon Green 407

(3) LET ME CRY
Willie Moman 410

(4) LAFAYETTE THE PARTY
Red Foxx, Vols. 2, 6 & 8

(5) EARTH ANGEL
Pengoo's 248

(6) BEST VOCAL GROUPS
Pengoo's Melodolies EP 204

(7) THE PENGUINS EP 201

DOOTO RECORDS

VEE JAY HAS 3 BIG ONES

"THE ROAD IS SO ROUGH"
John Lee Hooker
Vee Jay 1233

"HOOTIE BLUES"
Now "REALLY DON'T NEED YOUR LOVIN'"
Priscilla Bowman & Joy Shannan
Vee Jay 1233

"EVERY WOMAN I WANT"
Billy "The Kid" Emerson
Vee Jay 1239

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"EVERY WOMAN I WANT"
Billy "The Kid" Emerson
Vee Jay 1239

REEVIEW SPOTLIGHT ON... R&B RECORDS

RAY CHARLES
 Ain't That Love (Progressive, R&M)
 Ray Charles joins Atlantic 4114.

SIL AUSTIN ORK
 The Last Time (Norway, BMI)
 Birthday Party, Thursday, January 19—Mercury 71027—Here's another
 impororative copmgng cng the "Slow Walk" cut. Each of these has the
 Autumn trademarks of a heavy, persistent beat with plenty of
 harmonizing tone which calls the R&B and Country fans to the
 Here for boxes and jocks and the same goes for stores.

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THERE ARE 5 "NEW BRIGHTS"

YOUR ASHES ALONG THE ROAD (BMI)
Jimmy Brown
Vee Jay 1238

A TRIP TO MARS (BMI)
Shirley Chance
Vee Jay 1239

A HURT SO GOOD (BMI)
William "Reddy" Johnson
Vee Jay 1240

A SONG SO TOUCHING (BMI)
Rena Lee
Vee Jay 1241

A TALE OF TWO CITIES (BMI)
Billie "The Kid" Emerson
Vee Jay 1242

THE BILLBOARD'S R&B BEST SELLERS IN STORES

For survey week ending January 9

NEW YORK: The Billboard's survey of top R&B radio

Copyright material
www.americanradiohistory.com
Lowell Pauline Buddy

I've Barnacle

January on.

Latin (Std

With

RHYTHM & BLUES NOTES

By CARY KRAMER

As late as four months ago most radio stations had never viewed the LP medium with even a slight amount of skepticism. They were not convinced that this could ever be

a major side-channel in the record industry. Some important labels, like

RCA Victor, had no question of such a possibility. Mancini had no significant

ABC-Paramount. Price of admission was very low. But it was not until some of the

tapes were critically reviewed, and it was found that they could be sold for as little as $1.49

buck, that busy little stint started.

Radio Review

Denny Seiwell

The RASH-UP

F鹦 previews were just as

attractive as the final product. The music is clean, tight, and

fresh.

ASCAP]

Phone: 545-0300

Sailor

Island

White

Mancini

L.O.B. Orchestra

Harry White

Fla McHugh

Allison

Bobbie Borden

Buddy Lester

Buddy Greco

Robert Shulman

Gunther

Tommy Dorsey

J. Arnold

Steve Barrie

Steve Barrie

The Sunnysiders

LAFFER

The Ascendents

Dick Kallman

Elvis Presley

RHYTHM & BLUES BEST SELLERS

Continued from page 48

Washington, D. C.

50. CALIFORNIA'S NEWEST AND COMFIRME

R&B Territorial Best Sellers

3 Inch PHOTO BUTTONS in Beautiful Color

DEALERS!

Increase Profits . . .

Increase Sales

Here is that extra service to customers that competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by using TODAY'S TOP TUNES.

TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK TO HELP YOU BOOST SALES

It's a colorful 4-page folder (6x9.1/2" x 11") that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.

It also shows best selling Popular, Latin and Country Long Play albums. It also lists best selling Country & Western and Rhythm & Blues records.

Your store can be placed in each customer's purchase bag or give-away with the same amount of promotion as the other tune numbers. The free label can be used as counter give-aways and in your radio show.
YOUTH IS SERVED

Minn. Junior Exhibitors
Get 50% of Premium $
Nix Set-Ups For Frolics At Salisbury

SALISBURY, Mass.—Last hope of continuing next season the policy of setting-up on the streets and banks at Dennis Malachy’s beachfront Frolics night club seems to have vanished.

The board of selectmen last week voted it against the law for night clubs or restaurants to serve set-ups to patrons who bring their own liquor.

The decision, backed by longstanding regulations which ban drinking on the beachfront, was made after fine drinking in this resort town started to frighten the citizens. They voted in the November election against any form of liquor licenses for two years.

Malachy, who also owns many other concessions on the beach, had tentatively planned to continue with names and the serving of food and set-ups.

Minn., Wis. Dates Listed By GAC-Hamid

NEW YORK—Bookings results of the State fair association meet- ings in Minnesota and Wisconsin were included in last week work by GAC-Hamid Inc. Dates were given for complete package deals.

In addition, the organization reported of contacting the event at Streetsville, Ont., for its No. 1 grandstand review, which would break the usual eastward return from Class A amusement parks. Delano (III.) State Fair reportedly signed for several circuses next and for some attractions which will be announced later.

Results from the Wisconsin meeting, at which the organization was represented by Ernest Young and Frank Taylor, included the following:

- Marshall, Seymour, Wausau, Pulaski, Sturgeon Bay, Black River Falls, Baraboo, Superior, Shellwood, Shawano, Slinger and Portage. There were also some one and two-day bookings listed.
- George A. Hamid reported.

Dates from the Minnesota meeting, where Young and Taylor were joined by Joe Heggie, included New Ulm, Canby, Delano, Jackson, St. Peter, Winona, Redwood Falls, Montevideo and Austin.

WINTER FAIRS

California

Imperial—Kansas City Fair, March 2-4. B. A. Smith & Associates, Inc.

Maricopa—Maricopa Fair, March 17.

Florida


Deland—Deland Fair, Feb. 15-18. A. A. Stowers, Inc.

Lakeland—Lakeland Fair, Feb. 15-18. A. A. Stowers, Inc.


South Dakota

Rapid City—Rapid City Fair, March 2-4. A. A. Stowers, Inc.

Great Northern Fair, March 11-13. A. A. Stowers, Inc.

MINIATURE TRAINS

Capacities from 14 children

SMITH & SMITH, INC.

SPRINGVILLE, NEW YORK
COTTON CANDY

Riding a new Cotton Candy, Machine this week! Then be sure you buy a WHITE-WOOL-the machine that does everything better, cooler and better!

- Get a sample of our leading WHITE-WOOL exhibits! It is a good idea to have it in your store during the big show season! Almost everyone has a Cotton Candy Machine these days and it is a great way to attract new customers and keep old ones coming back for more! We have a variety of machines available to choose from, so come and see us today!

MIDWEST SHOW REPS ORGANIZE

- Continued from page 50


- And the newly organized unit is going to be a big help in promoting the show business. The Midwest Show Representatives Unit was formed to promote the show business in the Midwest and to help give the showmen a united voice in dealing with the various agencies and organizations that affect them.

- The unit will also work to improve the image of the show business in the public's mind, and to promote the use of clean, safe and attractive shows.

- The unit will be headed by a board of directors, which will consist of representatives from each of the states in the Midwest.

- The first meeting of the unit will be held in Chicago on March 2, and all showmen in the Midwest are urged to attend.

- The unit will also be working on a number of other projects, including the development of a showmen's handbook, and the establishment of a showmen's institute.

- The unit is open to all showmen in the Midwest, and interested parties are encouraged to contact the unit's headquarters in Chicago for more information.

- The unit is looking forward to a successful future, and is dedicated to promoting the show business in the Midwest.
THE FINAL CURTAIN

ACKER—Mrs. Catherine Backmann, 64, circus performer for more than 40 years, January 4 in her trailer at Waycross, Ga. In the past she had done trick riding and trapese and ladder work. Survived by her husband, Edwin, Waycross; a sister, Mrs. W. H. Ashley, New York; and two brothers, George and Walter Backmann, both of New York.

BRYDEN—Thomas, billposter and secretary-treasurer of Local 13, Springfield, Mass., billposters' union, January 8 of a heart attack. (Details in Outdoor section.)

CARD—Joseph Young, 71, former secretary of Cardston (Alta.) Agricultural Society and secretary of the town's rodeo association from 1934 to 1944, December 23 at Cardston. He was a grandson of former Mormon leader Brigham Young. Survived by his widow, five sons and three daughters. Burial in Cardston.

DAVIDSON—Edward, veteran circus horseman and Side Show performer, at Chambersburg, Pa., December 29. Believed to have been in his late 90's, he had been with the Sam spark circus from 1934 until about six years ago. Earlier, he had been with the old Texas Ron, Ollie Reed and M. L. Clark wagon shows. Besides handling the canvas, he worked "Punch and Judy" and did a knife-showing.

DE CORB—Hersley, circus clown, at a Buffalo hospital in November. He had been with such circuses as Scholl-Ham, Tom Mix, Bailey Bros, King Bros. and Milly Brown. Survived by a sister. Burial at Buffalo.

FEHRON—James, veteran midway confectioner, January 6 in Los Angeles General Hospital. He was with Bobcock Shows in recent years and was formerly with the Old Henry Bros. Shows. Funeral arrangements were handled jointly by the Showmen's League of America, Hot Springs Showmen's Association and the Pacific Showmen's Association, with burial in the last-named club's cemetery plot.

FLEMING—Lil, formerly in outdoor show business, at Superior, Wis., December 19.

HEDRICK—Fred, former show owner and concessionaire, December 30 of a heart attack in Washington, D.C. Surviving his widow, Mary; a son, Dennis; his mother, Camilla, and two sisters, Mrs. Bertha Scott and Mrs. Nora Tripp.

HERSHENOW—William J., 61, an army bugler for 40 years, at San Francisco January 7. He was a musician with circuses prior to joining the Army in 1912.

LAVACCHI—Gugloppe, 87, head of a large and prominent family of performers, in Turin, Italy, December 13. Survivors include Mario, Hugo and Nicola (Boupy Groiio), Ciccio (Les Najaro) and Marcello (Les Regalio).

LEIGH—Clarice, formerly with the Ashley & Leigh tent rep show and for the past 20 years an employee of San Bernardino, Calif., July 3, 1936, in San Bernardino, it has just been learned. Surviving are his widow, Bernice; a daughter, Wanda, and two grandchildren.

LEONARDI—Hastig Berg, 69, inStavanger, Norway, December 29. He was associated with his wife, Anna Leonardi, in the Circus Empress. Former aerialists, they toured the United States for several years with their act.

PADULA—Vincent, 86, co-owner of Circle Roller drome, Brooklyn, December 29 at his home in Greenpoint, Queens. (Details in Rink column.)

REID—William, 79, life member of the Foam Lake (Sask.) Agricultural Society, recently at Foam Lake, Survived by two brothers and two sisters.

SCHNECK—George E., 73, operator of the Marquette Hotel, Hot Springs, and well known to outdoor show people, December 31 in that city. Survived by his widow and son of Hot Springs, and a brother, James, Ambridge, Pa., who is a member of the Alamo Exposition Shows. Burial in Hot Springs.

WHITE—Al, old-time dancing master and operator of the Al White Dance Studios, Philadelphia, for more than 50 years, January 7 at a convalescent home in Roswell, Pa. He was an original member of the Philadelphia Dumont Minstrels and toured in vandoverville. Surviving are two sons, Walter, who operates the studio, and Al Jr., a dance director in Hollywood. Services January 11 in Philadelphia and burial in Montefiore Cemetery there.

WOLFF—Philip, jewelry salesman well known in the carnival field, suddenly in St. Louis January 11. He was formerly associated with his brother, "Kinky" Wolff, who died several years ago. Services and interment in St. Louis January 13. Survived by his widow, Adie, and two sons, Lewis and Guy.

Carnivals

Carnival Routes

Combing Your Way Soon

The Billboard's

The Third Year for this Big, Annual Special

Devoted Primarily to the Fastest Growing Phase of the Outdoor Amusement Industry

dated February 23
ROLLED TUMBLINGS

URO Tie-Up Campaign
For Hungarian Relief

MUSKEGON, Mich. — United
Rink Operators member will spo-
nor a national penny night for the
benefit of the Hungarian Relief
Fund during the week of January
14-20, the project being tied in
with the appeal on the Thursday
Evening TV show for a nation-wide
contribution of pennies for the
fund, it has been announced by as-
nociation President Robert L. Baker
and Perry B. Gilley, secretary.

Member rinks have been urged by
the Association to set one night
during the week for the benefit,
with admission to be whatever
amount of pennies skaters wish to
donate to the cause. The entire
amount collected will be for-
tarded to Thursday Evening.

Operations have been requested
by the Association to contact local
newspapers and TV and radio sta-
tions for publicity in connection
with the project. The project is the
idea of the British families of Chisholm Rink,
Big Rapids, Mich., who have al-
ready set up such a night and re-
ceived assurance of support from
local publicity media.

6,000,000 See TV Skating
Show at Muskegon

MINEOLA, N. Y.—The greatest
number of people ever to watch
roller skating, more than 6,000,000
—were tuned in December 30 when
the CBS TV network's "Let's Take a
Trip" visited Earl Van Horn's Mineola
Roller Rink. Seen every Monday
from 12 to 1, the show was beamed by 82 stations
coast to coast.

"Let's Take a Trip," enented by
Sunny Fox and starring two young-
sters, Paul Frazick and George
MacMann, was recently cited as the
outstanding children's programs by
the General Federation of Women's
Clubs and the Edison Found-
dation.

Tonight the Mineola edition, the
TV skaters were part to part-
ticipants and spectators. Pod skated
the straight walk, while Gladys
Weeden, Weeda pin, and Gugger
glided around the floor with anoth-
er skater, Eddy O'Don-
rell. Viewers then saw them take
part in a basic skating class con-
ducted by the local instructors,
Margie Myers, O'Donnell, Margie
Handsford, and George Wood.
Then they joined spectators and watch-
ners personel by former amateur
63. Carolin Weeden, (also George Czech
winder, Ann Lasko, Larry Seetag,
Duffy Schlosser, boss of the mineola
ski-club, Dick Brunnaham and a group of 32
skaters in the park's dance and
figure club. Miss Weeden also re-
presented the ring in an interview
show with the Executive Board of the
American Amateur Skating Asso-
ciation, Dick Brunnaham, and the ring
22 members participating in the show.

VINCENT Pardro, Park
Circle Co-Owner, Dies

NEW YORK—Yet one rip-up vin
Vincen Pardro, co-owner of Park
Circle Rink, 111, Lower
Parkway, Brooklyn, since 1939,
died Saturday (20) at his residence in
Kew Gardens, Queens. His age
was 80 years.
Born near Naples, Italy, Pardro
came to this country and opened one of the first
pro-
tion picture theaters in Brooklyn.
Later he ran the Brighton Beach
Hotel, and, prior to opening Park
Circle, operated Brooklyn Ice Pal-
ace for 15 years. For the past year, he
was continued to his bed and his

R. I. Theater
Burns; Rollery, Alleys Saved

PROVINCEDURE—Far more damage
estimated at close to $30,000 in
the old Midway Theater at Orchard
Bend, a suburb of Providence, Monday.

(7) Owner is Joseph L. Carro, 
former Massachusetts governor, who
also operates Lakes Nipmuck Park
in Massachusetts.

Carro has torn the building and the
ferred the building, or at least half of
the cost of last summer. Consequently,
the city's income from rentals will
relatively unshaken and a big
summer season is anticipated,
"being return of some of last
year's unrefined rotary and cold
proper.

A mile or two of boardwalk and
adjacent property have the
principal buildings and rides,
while the street with store, game and ride
operations, but what few games
there are have their existence threatened by
the season which began in July of 1936.

Most tenants are retail stores of
food, novelty, souvenirs and other
items. Electric flashers which pre-
dominate at some other resorts in
the State are absent here, but there
are a number of banky stands and
four major units operating on
different variations of bingos.

The breakfast and other game
operators lost the better part of their
season in 1930 and the city, it is
readily admitted, has not been
in its past, rest it could not be
sustained. Some operators presented
who were prevented by law from
doing business.

Legislation
Auburn Park is solidly behind any
proposed legislation permitting concession games
to run, and the draft of such a meas-
ure, already submitted to theLegislature in
February. The games here are on four-year lease, most
of which did not expire in 1936.

May be that the State laws con-
clude Convention Hall and the
Paladin building operated by Palace
Amusement Co., and operated by
rick and Edward Lange. The latter
includes games, store, a Rumble
and rides.

Convention Hall, operated by the
Walker Bros Theaters chain,
Dick, Hetzer Start
Galveston Office

GALVESTON, Tex.—Walker
Dick, has been named president
of the Texas Pleasure Pier Corpora-
tion here and has granted ex-
busive booking contract to the
Hetzer Agency, of Huntington
W. Va.

Dick and Jimmy Hetzer have been
associated in the agency business
and others. Hetzer has been named vice-president of
the pur corporation.

FINGERS CROSSED
Asbury Girds for
Another Big Year

ASBURY PARK, N. J.—This
year's Boardwalk amenities, on
one of the nation's wholly amuse-
ment-filled strips, will be just as
amusing as the one-year-old
operation in many other New
Jersey communities which were
affected by the depression of the
summer of last year. Consequently,
the city's income from rentals will
relatively unshaken and a big
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"being return of some of last
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High Quality
KIDDIE RIDES
ROTO WUP & KIDDE WIP & SPEED RODIL & PO Oh cart-
Galloping Horse CAROUSEL
illustrated Circulars for 10c
W. F. MANGELS CO., Coney Island, Brooklyn, 24, N. Y.

FOR SALE
SKEE BALL CONCESSION
Rental or Sale
Wanted by nice man.

FOR SALE
GIVE TO DAMON RUNYON CANCER FUND

For Sale
...
CIRCUSES

Communications to 184 W. Randolph St., Chicago 1, III.

January 19, 1957

THE BILLBOARD

55

Smarts to Do Sweden Under Scott Label

COPENHAGEN, Denmark — It has been reported here that the British show, Billy Smart’s New World Circus, will tour Sweden this summer under the banner of Circus Scott.

Kate Bronstein, director of Circus Scott, has for several seasons been responsible for the success of the show instead of organizing her own bills.

Sellouts at each performance to date are reported for Aladdin’s Bass. Circus at Mexico City, with extra performances given on Christmas and New Year’s Day to accommodate crowds. Performers added recently by the ring master are Jack the Flying Mallows, the Thieves, Zeppe Treppe and the Two Lovers. Guests at the show’s New Year’s Eve party included James Harrison, Count Cirelo Anderson of Puerto Rico, and Justus Edward, Polish artist. Harrison’s collection of mementos of his sea act is also on the show.

COLE QUARTERS: Humming: Add Tricks, Seats

CONTRO, Tex. — New quarters of the George W. Cole Circus are taking shape here, with several buildings completed and more under construction. The number of 10-year shows that have been cleared and the highway frontage has been decorated with a nautical front.

Located on Highway 75 to the west of town, the new quarters will provide good tourism business, and admission on Sunday will be 25 cents.

An elephant barn, rhino corral, horse barn and pony corral have also been built. Work is under way on employee’s quarters, park room and storage space.

Painting and redecorating of the show’s rolling stock has been started, and several new semi-trailers are on order. Additional equipment is being placed in storage.

Manager Herb Walters had the show elephants in the Concrete Christmas tree Saturday. Charles had them at some supermarkets and downtown theaters, with more coming up.

WANTED

FARMER sells farm in 57 acres in Kansas. Contact box 687, The Billboard.

3,000 DOMESTIC PHEASANT SEED.

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CIRCUSES

OFFERED

CIRCUS DYNAMO and CIRCUS BAND.

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**Rain, Cancellations**

York's 1956 Net Slashed by 43%

**New York Assn. Seeks Funds For Buildings**

**Swenson Inks Dates for 1958**

Track Dates Again Upset Mineola Run

**Indiana Assn. Elects Humrichhouse Prez**

**80% of Kansas Events Repped at Convention**

---

**FOR YOUR FAIR—ParK...Celebration**

**THE MALCO TROUPE**

**Fairs-Expositions**

**The Billboard**

Communications to 188 W. Randolph St., Chicago 1, Ill.

**January 19, 1957**
Troupers' Banquet Pulls 260 Funseekers

LOS ANGELES—The 10th annual Regular Associated Troupers' Banquet was held recently at the Beverly Wilshire Hotel for 260 guests to hear Roy Roger's Supper Club. The guest of honor at the Banquet was Harry Cobly, who flew here from Tennessee and traveled in the company of the president, Mr. McCarter.

Harry Cobly was introduced by Mr. McCarter. Cobly, one of the first of the Troupers, was a prominent figure in the early days of the Troupers. He was well known for his work in raising money for the Troupers and for his contributions to the organization.

Cobly was followed by several other Troupers, including Mr. Mark, president; Mr. Davis, first vice-president; Mr. Smiley, second vice-president; Mr. Baker, third vice-president; Mr. Smith, secretary-treasurer.

The meeting was adjourned by Mr. McCarter.

--By David Friedenstein.

CARNIVALS

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Brashcon Brothers Kansas Fair Route

TOPEKA — American Midway Shows will again play Kansas in 1957 after several years absence from the State. Don Brashcon, owner-manager, made this announcement for his fair coming here next week. The show has signed to provide the midway attractions for the Sedgwick County Fair at Hutchinson, Stafford, Blue Rapids and Lyons.

Central States Shows kept busy during the conflagration and came up with 800 animals at the Kansas State Fair in Kansas City. Robertson and Siler in addition to Andreola’s Total Show Company and Lincoln celebration and picnics at Linwood and Kansas City. Malcolm Moore, owner, roped them.

Felling Graham, owner of the Graham Amusements, reported booking fair for Washington County, Gardner, Osage City, Burdett, Clive, Girard, Pomona and Williamsburg, with the Peabody July Fry Fair at Pennington. Carl Reavis and Ronn Nelson were working with the Fry Fair arrangement at Chapman. Also with and consigned with shows is the American Legion.

Madden Busy
Madden Shows the meeting with fair contracts for Emporia, Chaney and Halstead. Chaney has 3000 animals and is ready for the fair season.

PARTY A BIG SUCCESS

NEW YORK — A humorous reception was given last week to Chauncey Olcott and Thomas S. Lawlor on the New Year’s Eve hotel party held by the American Legion of the Miami Showmen’s Association. The party was well attended and peaceful, but his financial report drew two cheers from the guests. Sidney Levine that the club certificates of the party may be for sale for the profit of the whole Miami Showmen’s Association.

Optimism for Wade Greater

DETOUR — Reporting a route of 10 fair shows at Harrisburg, Manager Cameron D. Murray and Owen Patrick Manley at the Wade Greater Shows, are looking forward to the opening day of the show.

President Buck presented moments to a number of personal who has been instrumental in shaping the success of his term in office.

Brashcon Contracts Kansas Fair Route

Kansas City Show Boys

Eddie’s Exposition Shows

Opening April 25

How booking SHOWS, RIDES, CONCESSIONS.

Eddie Dietz

146 N. Main St.
Bartlesville, Okla.
Tel. 71923

WANT TO TRADE 1956 BUICK CENTURY

With power pack, 4-cyl. head, top, brake, new, took 10,000 actual miles, cost $4,200. Want used good Mercy-Go-Round or Sky Drifter, white.

ELON LITE

5014 Nelson Dr., Myrtle Beach, S. C.

MOTOR SHOW STATES

NOW BOOKING FOR 3 UNITS

Licensed Dealers Only.

Contact: W. C. Phillips, 1085 P. O. Box 263

J. J. FREEMAN

2319 West St., Davenport, Ia.

SUNSET AMUSEMENT CO.

RED NOS, OLD and NEW, new contact for new contacts, etc. 1957. Drive drawings for the fair season. Is going to party with good management and talented team. Will McCollon, contact. Contact: W. C. Phillips, 1085 P. O. Box 263, Davenport, Ia.

HUGO’S NOVELTY EXPOSITION SHOWS

CONCESSIONS: Chocolates and Novelty Products of all kinds. We take only one of each of our kind. Always in our own company. Inquiries sent. Address: Hugo’s Novelty Exposition Show, 401 S. Maine Ave., St. Louis, Mo.

CARNIVAL WANTED

FOR SPRING DATE

Late April or early May to show for Western States Fair at Denver and California Mid-Winter Fair at Los Angeles, through the Western States Fair at Oakland. We can supply the competition and entertainment for the big attractions.

W. E. HARRIS

American Legion Post 39, 7617 W. Olive, Springfield, Mo.

FOR SALE

3500 Burlington, 106th Ave., North, Des Moines, Ia.

WANTED FOR CASH

Buck Follies (two terms), Marlo LeFors, Nina Rogers, Albert Frisco, Chad W. Farmer, Edith Harrington, Doolin, Marie Taft, Betty Ray Maddox, Imogene C. Doe, Jessica Loomis, Madge Bockley, Nola Jean, Grace Bockley, Tyra Nelsen, Grace Nelsen, Dolores Mandrel, Opal Mack, Lucille Duncan, Grace Meckley, Peggy Steinbrunner, Chris Anderson and Marion Homan.

Those who have served as president of the PCA are Harold G. Cebel, J. M. Coadula, O. N. Craft, Therese Freshman, T. T. W. Conklin, Archie Clark, Hardy Harris, Mrs. George Schuler, Mabel Kolka, Mike Krans, Ted Lefor, Mel Smith, William Hickey, Evenyt W. Cole, End O. Douglas, M. J. Doolan, Jerry Mackey, Leo Me-

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PLAYING THE FINEST FAIR ROUTE IN THE EAST
NOW BOOKING FOR THE 1957 SEASON

WANT

Meritorous and unusual Shows in keeping with the high standards of our midways attractions. Will finance worthwhile attractions. Will also book legitimate concessions.

SHOWS, CONTACT
FRANK BERKEN, Gen. Mgr.
BERNARD (BUCKY) ALLEN

WORLD OF MIRTH SHOWS, INC.
4401 So. Willetta Drive, Richmond, Virginia
Phone: 5-9922

"The Big Show on the West Coast"
NOW BOOKING CONcessIONS AND OUTSTANDING SHOws WITH OWN EQUIPMENT...

THE FIRST BIG FAIR CONCESSIONS EVER OFFERED ON THE WEST COAST
RIVERSIDE COUNTY FAIR & NATIONAL DATE FESTIVAL
INDIO, CALIFORNIA—FEB. 16-24, Inclusive.

ALL CONcessIONS OFFERED WILL HAVE BEEN SOLD.
CONTACT US NOW FOR TOP LOCATIONS. CONCESSION SPACE, $15 PER FOOT.

RIDE HELP WANTED—Can place Ride Men on all rides. Also can use Man in retirees at the Fair 1-3 months any time after Feb. 3.

Contact: Pete Sutnic
FRANK W. BABCOCK UNITED SHOWS
591 South Las Vegas Blvd., Las Vegas, NV 89101-0430, CALIF.

For Sale

LITTLE BEAUTY

Sideshow Artists
Complete

WORLD OF PLEASURE SHOWS
Contact Rod Link
1111 E. Madison St., Seattle, Wash. (Phone: Seattle 3-7161)

When answering ads...
Say You Saw It In The Billboard

FRANK W. BABCOCK SHOWS

40 WEEKS OF OUTSTANDING DATES—19 FAIRS
Opening Thamesville, Ga., sponsored by the Shire, Feb. 4-9; Valdosta, Ga., sponsored by the Police Dept., Feb. 11-16; Waycross, Ga., sponsored by VFW, Feb. 18-23; AUGUSTA, GA., March 1-9, and other outstanding dates to be announced.

Spectacular Shows & Attractions.

All replies to
R. C. McAcRORY, Gen. Mgr., 2526 Milvidge Road, Augusta, Ga., Phone 6-3505.

TOM TERRILL, General Agent; TOM TERRILL Jr., Contracting Agent; JEANETTE TERRILL, Promotional Director.

WANT FOR MANATEE COUNTY FAIR, PALMSTON, FLA. WEEK OF JANUARY 21 THRU 26, AND OTHER GREAT FLORIDA FAIRS, INCLUDING PINELLAS COUNTY FAIR AT LARGO.

Can place Humky Packs and Prize-Every-Time Shows of all kinds. Can also place African Dip and Direct Sales of all descriptions.

Foreman and Sales Men for all FAIR Rides. Must be trained and seasoned drivers. All help required to move to large, Flor. Winter Quarters at Fort Myers.

Airline connections to Fort Myers. 5.00 round trip.

All wire C. E. GROSSEUTHER, Western Union, Tampa, Fla., or phone Tampa 7-9362

P.S.: Let us be held out at Palmetto, Sunday, January 26. Please reply for your space at that time.

World of Mirth

By HELEN MCHUGH

MIAMI BEACH—Flashing yellow lights and the "pop" of the latest resort fashion, orchids by the dozen, and a spirit of fun and sparkle were some of the important reasons why the 15th annual strand ball and the social event of the year for the Miami Springs Woman's Club's Winter Monday, (7) — was acclaimed the most brilliant in history.

The Spanish decor of the Hotel Sevilla proved a fitting background for the guests by the sea, among the gay gowns, most of whom said they had new models especially for the occasion, designed to fit the mood of the people of Miami Beach.

With the usual pizzazz of fun and Paulineope, the festivities sauntered along with a grace of élan that made the ball one of the season's most thrilling.

At the center of the decorations was a large bust of a Spanish woman in a flowing gown, while the walls were hung with Spanish rugs and lace curtains. The ballroom was a replica of Versailles, the chandelier held a Spanish pastel and the tables were covered with lace tablecloths and Cherub images.

Mrs. J. Newton Lionel wore a Spanish style gown in beige and white cotton with velvet trim and Mrs. Florence Ross, of Miami Beach, wore a Cell Chapman white cotton gown with a beige cocktail number. Mrs. Helen Goodwin's dress was black Chanel with black rayon lace while Mrs. Vera Marzillier's was a lovely chartruese Cell Chapman gown. Mrs. Agnes Goldenberg wore a navy and baby blue satin Mollie P. gown. Mrs. Zehava Sokol wore a white crepe, long caped taffeta Carnegie original.

Mrs. Paul Zuckerkern wore a Cre- stick black and white print and Mrs. Ida Sinden wore blue Irresistible with capes by Cell Chapman.

Mrs. Fred Halftanz, of Miami, was lovely in coca lace and Mrs. Sue Farber, also of Miami, in beige silk shantumker, Mrs. Eva Daniel, of Miami, in white lace; Mrs. Bill Moore looking lovely in black rayon chiffon. Mrs. topaz Fichter in turquoise blue by Hattie Carnegie; Mrs. Sybil Edwards in beige organza; Dottie Agne in an Oleg Cassini brooched powder blue gown and Mrs. Mollie Lish was lovely in a black Lilly Robson.

Mrs. Will Linn, of Miami, in a close-fitting sleeveless satin gown with beaded skirt, draped neck-line, trimmed with rhinestones.

Mrs. Herbert Lingen was in black and silver brocade made princess style in black tissue faille, off the shoulder. Mrs. Lily Light in a pink chiffon gown, Betty Eddy in light blue taffet with a draped bodice; Mrs. Turr in gray imported lace and chiffon; Saltzman in navy organza; Rubel in navy dress; Gustam in black lace with red petticoat. Sue Westbrook, in a sleeveless beige gown, worn with silk mauve choker.

Mrs. Lil Warshner was in emerald green satin and Judy Durrance were emerald green satin with black lace. Goodman chose a black taffeta trimmed with lace; Ruth Raymond wore a green silk taffeta empire style; Mary Taylor wore a strapless gown of yellow satin; Sylvia Gold was a gray dress. Miss Margaret McGill

Missipsi Virginia Feldman wore an olive green black Alcoa Lace; Ruth Selskener a Jo Copeland velvety blue with rhinestones and Mollie Strauss a Tassel original of banded black satin.

Mrs. Betty Lingen were a blue print; Mrs. Edward Hartman, blue and green satin; Mrs. John Daniel, black lace with white satin, Mrs. Paul Paul in gold chiffon; Mrs. Jo Parke in black and beige chiffon; Mrs. David Bloom was in black and Mrs. Berenice Morton in a lovely Cell Chapman number; Dolly Kramer in a velvet with brown in black and turquoise lace by Cell Chapman; Mollie Muller in blue taffeta by Turlow.

Mrs. Lil Warshner wore an attrac- tive model in turquoise satin with rhinestones and sequnis.

(Continued on page 60)
Special 3-Piece Wrench Set

What is claimed to be the only item of its kind in the country is being offered by Alari Manufacturing Company, 22400 Great Neck, N. Y. It is the Color Fix TV Screen Filter which makes pictures in edged beauty. It may be attached in minutes to any black and white set without tools, eliminating glare and eye strain as vivid color takes the place of drab black and white. Alari suggests that you act quickly so that you can be the first in your area to offer this dramatic low-priced product. A sample demonstrator is $1. Price set-up permits up to 300 per cent profit. Quantity boys should write for special discounts.

Pitches and demonstrations who are not dealers in these goods can secure free demonstrator sets. These consist of a clothes hamper, a waste basket, a tube dispenser and a hide-brush holder, all in matched finish metal. The set lists at $10.95, but is offered for trade at $3.25. A set in lots of three. A sample is $3.50. The firm’s complete listing will be sent on request.

Featuring a new low gross price, the Savings Spreader Company, 22400 Lakeland Boulevard, Cleveland, reports that its original Wil-Kio spreader is receiving strong acceptance by workers around the country. The set consists of four tools in one. It is a straight pie, spool shovel, nose plane and short-handled hoe. It has double-edged blades. The firm claims this to be one of the fastest selling specialty items on the market. A demonstration sample is available for 82.

Meyer Math, 425 Main Avenue, Miami Beach, Fla., has introduced genuine cultured pearl jewelry. These are 17-inch strands strung on nylon. The hanger and appearance of the pearls easily identify them as genuine, the firm states. Priced at $6, the item should prove a money-maker for users of this type of merchandise. The strands are $6.95 each. The firm requires check or money order in full, post-age postage, or cash with order.

A new annual service is offered by the Meyers Company, 225 Chadd’s Ferry Road, Lawrenceville, N. J. This firm will print postcards from your photo to promote your business. Delivery is promised in two months. It also reports that the firm has hundreds of different scenes around the city itself. It can deliver in two weeks. Five hundred free comics are sent with every order.

Douglas St. John . . .

Pipes for Pitchmen

By Bill Baker

FLASH! FLASH! FLASH!
SHEFFIELD STEAK KNIVES and CARVING SET


Three-piece Wrench Set

20'² REVERSIBLE RATCHET

BINGO

SUSPENS and EQUIPMENT

JAR DEALS

Push Rod
Sales Boards
Roll Tickets

See Us At The Merchandise Show
Hotel Hermitage, Room 2041—Jan. 17-24
ACANA PRINTING CORP.
4735 N. Clark St.
Chicago 18, Ill.
CLASSIFIED SECTION
A Market Place for Buyers and Sellers
NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in regular size, 7-point type, without artwork or pictures. Text in regular 5 pt. size, below in regular 5 pt. upper and lower case. Maximum size, 20 words. Minimum size, 1 word.

IMPORTANT
In determining cost of your ad, consult your own word and address. When using a Box Number in care of The Billboard, allow 4 weeks for results. Inquiries are not guaranteed in broadcast space. Minimum space cost 25¢. Displayed only if agreed upon in writing.

DISPLAY-CLASSIFIED ADS
Using more space and pictures, prices according to type of space and maximum space rates. Type up to 16 point permitted. No illustrations, reverse photographs or other artwork permitted. 1-word rule borders permitted on ads of 5 inches or more. RATE: $1 per agate line—$14 per inch. Minimum size 2'/1":

CASH WITH COPY
(free credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTISON ST., CINCINNATI 2, OHIO

ACTS, SONGS & PARODIES
A HAPPY NEW YEAR TO ALL OF OUR CLASSIFIED READERS. THE WISHES OF THIS COLUMN ARE THAT EVERYONE WILL HAVE A HAPPY NEW YEAR. Wishing you good health and prosperity.

WEINMAN'S
MEN'S WORKERS' New Styles

Guaranteed LIKE NEW!

Choice Lot
10 FOR $49

Assortment, Men's for
20c each.

$6.45 each

SPECIAL LOT—Men's
Eagle, Wallach Walchs
Resellable and
Worth Double

START TODAY!

VITALITY—BIG PROFITS. KEPT for 6 months, $1.50 each. Semi-automatic, pressure, built-in American for $5.00. Full length, adjustable. Perforated, Redwood, Steel and Brass. Many styles. Registry. Superior, $1,50.

WOBOT'S Assortment, Large 90¢, Small 35¢. Direct from our Factory, 100% steel. 100% satisfaction. Write or call Newman, 3718.
NEW YORK ASSN.

The meeting was attended by representatives of 21 firms practically all of whom reported they had enjoyed one of their best years in 1950. The delegates elected Charles Estey, Osceola, president; Joseph Gevera, vice president, and Robert S. Turner, Homebush, secretary-treasurer.

John Tumusi and George Hudgens, who plan to try the career fast foods, Hubbard's industrial estates recently won title to sick truks. Al Beight, assistant manager, will again be with Kelly-Miller after April. The Miami University football conquests and used 10 trunks and 85 hosts. Earl Pendlebury had the needlework. Mrs. Mary Martin of Company, bar and trampoline set, played Christmas games in Cincinnati, Dc;;; and Columbus.

Jane Hartley, former circus tunefi, now is with Cypress Gardens in Florida. Claire Lee Bell, owner, continued her aerial act, and Ringling-Barnum artiste, is on the Dayton police force. R. E. Converse, Xenia, O., is completing a new circus office.

Al Jones was in Dayton prior to making Indianapolis and Columbus meetings. His stock is widen outside of Indianapolis.

Jack Smith, co-op with Earle and Biller circuits, has a Dayton collection agency. E. E. Coleman, who owns the L. E. Clark Circuit, Fink's Mules and Mena the Elephant, operates a dry cleaning establishment in Dayton.

Bobby Lee, performer, underwent an appendectomy.

25-YEAR JOB

Continued from page 58

LEONET CORP.

SHEER TOOL KNIFE

Includes:

- SCISSORS
- SAW
- NEEDLE BLADE
- BOTTLE OPENER
- FORK
- CAN OPENER
- SCREW DRIVER
- LETTER OPENER
- CORKSCREW
- SCALERS

In lots of 6 or more.

7.00 EACH

1931 Field Park, Dayton, Ohio

MAIL ON HAND AT
1564 Broadway
New York 36, N. Y.

MAIL ON HAND AT
CHICAGO OFFICE
2160 Patterson St.
Cincinnati 12, O.

Garlock Heads Mo.

Continued from page 58

MAIL ON HAND AT
CHICAGO OFFICE
2160 Patterson St.
Cincinnati 12, O.

Polack Route

Continued from page 55

Lettres and packages addressed to persons in care of The Billboard will be forwarded to them immediately upon request. For other names look for your name back within. We are listing according to the office of the Billboard, not the address of which the letter was sent.

MAIL ON HAND AT
1564 Broadway
New York 36, N. Y.
Add 314 Ops To NAMA '56 Membership

CHICAGO — The National Automatic Merchandising Association announced last week that it had wound up the year 1956 with a total of 314 new operating members, exceeding the 300 mark for the first time in its history.

Applying to Ernst H. Fox, Arctic Packing Company, Inc., Baltimore, who spearheaded the membership building campaign, was Leonard P. Low of New York City, who has six salesmen in his organization.

H. Kent Rejoins P. Lorrillard as Board Member

NEW YORK — Herbert A. Kent last week was named to the board of directors of the P. Lorillard Company, Kent, who is a board member of Continental Industries, Inc., and who had previously been P. Lorillard's national chairman.

Kent has been in the tobacco in a variety of positions. He joined Lorillard in 1909, was placed in charge of the firm's Turkish brand in 1924, and in 1936 was named Old Gold brand manager. That same year Kent was elected to the board.

In 1940 he was elected vice-president and two years later became president. He held that post for 10 years, until he was elected board chairman. Kent resigned from the board in 1953.

S. C. Ag. Survey Scans Milk Vending in South

CLEMSON, S. C.—A recent study released by the South Carolina Agriculture Experiment Station indicated that milk vending can be profitable in the South, but there are several factors the operator has to keep in mind.

In a text which included the findings of 10 milk-vending machines, the study concluded that the locations chosen by the operator was of primary importance.

Sites which appeared to offer the best sales possibilities included industrial plants, elementary schools, high schools, colleges, office buildings, farmers markets, downtown theaters, fairs and summer recreation areas.

That is the opinion of S. C. Apple, associate agronomic economist, who conducted the study, pointed out that profit making operations depend quite closely on the volume of sales, but also upon the ability of vending operators to minimize expenses.

The volume of the location must be high enough, as the operator does not have to buy excess of his machine and lose milk to spoilage. On the other hand, he shouldn't lose sales because of understocking either.

A second important factor reported by Brown was that classified ad, even though they had little effect on the consumption of milk from other sources. The machines in Charleston are creating a market of their own.

A detailed study of the vending machine market of Charleston, Summerville, St. Stephen, St. Augustine, St. Mary's, St. George, Beaufort, and Savannah is now in progress.

Looking For Viewers Win N.Y. Court Rule

NEW YORK — Legal issues of the Milking by Vending Machines controversy that came in the wake of another recent decision in the same court, with Leo Nardozzi, the Independent Vending Machine Association, as plaintiff, in an action to enjoin a local law.

In ruling that bolt gun vending machines to venders were not in violation of Section 902 of the Penal Law the slot machine service lawyer, Thomas J. Guire, pointed out that the local board of health had ruled that the machines are not in violation, and he cited dismissal of an action in June, 1956.

Assistant District Attorney Frank Morton also joined in the motion to dismiss the case. The acting attorney admitted he knew nothing of the legal board's opinion and added that he would probably not have issued the summons.

Representing the defendants in all these actions was the New York firm of Keating, Hennessey, Selman, counsel for the New York, state railroad commission in the season-week which ended last week. He added that product location last as a result of the complaint volume of $25,000.

Referring to Nardozzi, were 17 of the 69 service and maintenance men, who in the past worked in the strike. The contract will cover the service and maintenance men, but it will not include office workers.

Coffee Vending Service to Sign With Teamsters


Ed Salakian, CPS, reporter, disclosed that the firm had lost 16 of its key men in the annual gross income of $100,000 during the seven-week strike which extended last week. He added that he had observed the location last as a result of the complaint volume of $25,000.

Referring to Salakian, were 17 of the 69 service and maintenance men, who in the past worked in the strike. The contract will cover the service and maintenance men, but it will not include office workers.

Vendo Co. Denies FTC Illegal Merger Charge

WASHINGTON — The Vendo Company, Kansas City, Mo., last week (9) denied Federal Trade Commission charges that its acquisition of Vendator Manufacturing Company violated the Antitrust Laws.

In a testimony presented to the FTC that the acquisition was by its franchise system and not a true merger, the Vendo Franchise Vending Machine Company, which, at the time of the acquisition, was independent of Vendo, as was the Vendator franchise company.

The required company, Vendo Franchise Vending Company, the United States Commission, as a violation of the Clayton Act. (The Billboards, October 27.)

U. S. Drops Antitrust Charges Against Gotham Cigarette Ops

Consent Decree Ends CMA Case; Cig Association Officials Hail Move

NEW YORK — Nearly three years after it was instituted, the original antitrust suit against the U. S. Justice Department and the Cigarette Merchants Association, Inc., came to an end last week.

Federal Judge Sylvan J. Velen has entered a consent decree that substantially forbids the Cigarette vending machine business as so to exclude independent operators.

In November, the defendants were found guilty on the criminal phase of the indictment and were given fines totaling $10,000,000.

However, in every subsequent decision on the case, it is still involved that the actions of the federal government to maintain its monopoly.

The action of Judge Ryan in handing down the consent decree dealt with the civil phase of these charges. Actions in the civil phase could result in the same penalties as those in the criminal phase.

Sydney Brook, CMA president, said that the consent decree, the government and the Cigarette vending machine operators, "permits the association to cooperate as an industry and mutually to redress any wrongs", to their own mutual benefit.

Mark Weisz, CMA vice-president, pointed out, however, that while the decree "now permits the preservation of cooperation of any cigarette vending machine operators, it permits the association to cooperate as an industry and mutually to redress any wrongs", to their own mutual benefit.

Weiss pointed out that with the end of litigation which had disrupted this industry for several years, they now look forward to an era of growth and development and "the expansion of our industry and our association."

Coffee Vending Service to Sign With Teamsters


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**COINMEN YOU KNOW**

**Chicago**

By NICK BIBO

Distributors and operators in general report business picking up a great deal. Among juke box distributors, the big news is the new Wurlitzer juke box, and announcements by Victor, Capitol, Columbia and Dot that they are joining RCA in lowering EP prices.

Chicagoland's busy sales representative, Mert Secore, is out of the town this week making calls in Detroit, Cleveland, Pittsburgh, Baltimore, Philadelphia and New York. Sam Cernoburg, Chicago Coin's co-head, is back from Florida and complaining bitterly about the welcome he received in the form of Chicago's first official blizzard this winter.

At United, Bill DeChelie reports the sales staff is busy traveling the country, John Caso making the circuit thru Dallas, Denver, Portland, La., and New Orleans. Al Thorke, leaving Del Moore, going next to Central Music in Omaha, Mountain Distributing, Denver, Dan Stewart Company, Salt Lake City, and Advance Music Company, San Francisco. At Gencon, Vice-President Arthur Green reports that he and James Klein of Chicago shush and freeze for Florida, where he took it easy for a vacation.

At First Color Machine Exchange, Joe Kline reports the future of both new and used games promising. Joe, along with Wally Pulis, Joe Kenney, and Fred Klein, is proud of the new coffee shop addition at the showroom. Among the operators who came in for a look and a cup were Calvin Cox; Bob Stephen, Dave Brey and Edmoh Mohill, all of Chicago.

Gil Kutt at Empire, greeting Jack Burns, home from Western Illinois, also reporting Empire's success with the new United game, especially in Michigan, Wisconsin and parts of Illinois. Welcome back at Damon, Mac Brien, Saint John and all, from the West Coast, playing host along with Del Moore to visiting operators Tom Cassidy, and Kase and Ralph Kelley, all of Illinois.

Mert Levassor, at National Coin Machine Company, reporting Gottlieb's new flagship going well with a scarcity of used Gottlieb games.

At National Vending Company, during the week were Court- ney Husband, La Forte, Indiana, Gary, El Last Chicago, and Paul Thompson, Rockford, Ill. Meanwhile, Tom Schwartz just getting his feet back on the ground after a week's trip to Indiana.

Rock-Ola's Ken Kuever, Les Bieck and Ed Mista happy with the move to the new office.

At Automatic Photographers, Mike Spagola hosting Don Knott, from Cohns of Illinois, and chatting about the new AMI news of a 75 cent single change, Ben County, Crown Music Machine Company, hosting more than 200 operators at the first showings of the new Wurlitzer 200 selection and 104 selection machines.

Jack Emery, in Saskatchewan, Canada, to buy a new car and looking over games and all at World Wide, with Joel Sten, Fred Skor and Les Minton. Emery reports tight credit in Canada hurting operators, with prospects that it may get worse. Atlas Distributors announce that they will resume the weekly Wednesday night operator schools for all Seeburg models, starting January 9. There is no business here and all operators are welcome.

**NEW YORK**

By AARON STERNFIELD

Despite good weather about 100 operators showed up at Young Distributing Company Thursday evening (1-7-13) to view the new Wurlitzer 200 and 204 juke boxes. On hand to greet operators were Tom Cassidy, Joe Young, Irv Helfman, Abe Lipsky; Alie Goldburg, and Harry Slavin. From the factory was Hank Parent, while Hank Barber, of the Wurlitzer advertising agency, was also on hand. Surplus of the open house was an offer of a free trip to California.

**SEEBURG**

**H-1004** **H-1004A**

**CONVERSION**

To $24.50  To $69.50

P.O. Box 1577

**80**

4801 W. 20th St.

**6325 Bixby Rd.**

**1400 S. FIRST**

**CALCION CORP.**

1117 West First St.

Los Angeles, Cal.

NATIONAL Made by Seeburg

2100 S. First St.

San Diego, Cal.

1400 S. FIRST

Los Angeles, Cal.
Bermuda for two for operators who met certain quotas.

Sam Eppy, local charm manufacturers, returned last week from a Nassau vacation.

He was accompanied by Mrs. Eppy and their two daughters.

Sid Rubenstein and Mrs. Rubenstein, Finance Vending, have returned from a 15-day cruise to New Zealand, Hawaii and other Hawaiian points. Mrs. and Mrs. Donmelon Greco; their son, Jack, and his wife, of Green versus, Glendale, N. Y., are vacationing in Miami. The parents will stay all winter while the Jack Greco will remain for a month.

New members of the Associated Amusement Machine Operators of New York are Lenard, Tedio and Leo Leb-oño... Bob Luttsman, Bob's Munny, expects to be a father soon.

Delores Brown, secretary at the Music Operators of New York is at the space time visiting box friend Al Tripe, who is a patient at the Veterans Administration Hospital, Brooklyn.

Senator Al Roslin was recently named to the board of directors of the Music Operators of New York... Christi- Anonson, C. O. Vending, is recuperating from recent illness.

Barney Sugarman, Bunsy Sales, has received his first shipment of Bully ABC Bowling Lanes, Los Wolfberg, Bunsy celebrated his birthday with a party in Philadelphia.

Bus Carpenter, Chester, N. Y., dropped in to visit friends on this visit... He was en route to Maryland... Murray Kaye, Atlantic-New York, has moved to a new apartment in Brooklyn.

Detroit

By HAL NAVE

Law Nemish, head of Music Systems, Inc., Saginaw distributor, is continuing his tradition of sending his business friends a calendar memo pad with their names individually imprinted.

NEMISH B. THOMPSON

Kyle of Detroit, is back from business to Philadelphia and New York that kept him so busy he missed his own birthday. Low Fisher of Fisher Music Company, took a week's trip out of town over the holidays.

George S. Rose, formerly with Edelco Manufacturing Company and lately in the hardware business, is moving over plant to plant in the vending games operating field... Donn Food Prod. Co., Chicago, with an activated beverage vending division in addition to their other activities, donated $15,000 to the City of Detroit for the construction of a Michigan Historical Museum at Belle Isle Park.

Los Angeles

By SAM ABBOTT

D. J. Donahue, Seeburg factory representative, is back from a business trip that took him to Seattle and the Northwest... The many friends of Charles Hopp, bulk merchandise operator, will be glad to hear that he has been discharged from the UCLA Medical Center where he underwent surgery. Acme Vending Machine Company now in new quarters, also on West Washington Boulevard. Lew Feldman, head of

(Continued on page 70)
SUPERMART VENDORMA Console® by Victor

SUPPLIES IN BRIEF

Confectionery Sales
Sales of confectionery and competitive chocolate products by manufacturers and wholesalers amounted to $13,014,000 in November, 1956, 12 per cent below October of that year and 11 per cent above the total of November, 1955, according to Consumer Department. Sales of manufacturers-wholesalers at 491, 750,000 were 4 per cent below October, 1956, and 1 per cent below November 1955. Manufacture-retailers' sales were 5 per cent above October, 1956, and 12 per cent above November, 1955. Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that the first 11 months of 1956, pounds sales were 5 per cent and dollar sales 5 per cent above last year's level. Poundage sales of bar goods were up 11 per cent, and poundage sales of package goods totaling above 50 cents were up 18 per cent compared with 1955.

Sugar Deliveries Up
Deliveries of sugar for U.S. consumption during November, 1956, totaled 864,000 tons (preliminary), up 9.7 per cent from November, 1955, according to Agricultural Department. Spot price average for 1956 will be about the same as the 1955 average price of 6.00 cents. During 1956, raw sugar prices averaged 7,495 cents per pound. Total quotas for 1956 reached nine million tons. Exports for 1957 has been set at 8,500,000 tons. During the third quarter of 1956, confectionery and related products industry used 8.9 per cent more sugar than in the same period of 1955. Ice cream and dairy products industry increased one by 0.9 per cent in the same period. The beverage industry, however, recorded a 6.0 per cent less sugar in the third quarter of 1956 than in the comparable period of 1955.

$25 DOWN
Balance $10 Monthly
ALL WEATHER SCALE
COMPLETE CARAVAN BASE,
CAST IRON PORCELAIN ENAMELED,
FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING Manufacturing Company
1452 W. Fulton St. Chicago 44, Ill.
In 1955, Telephone: Columbia 1-2791
Cable Address: WATLINGITE, Chicago

CIGARETTE AND CANDY MACHINES
Fully reconditioned, complete with base, ready for location. Machines are heavy gauged and built for service. Lowest prices anywhere-comparable.

STOCK AHEAD, 100 cent, power model... $19.00

101 dpi, power model... $25.00

101 crédito, power model... $30.00

101 crédito, credit model... $15.00

101 crédito, credit model... $10.00

BUNN & BURLINGTON, CANDY,... $6.00

BURLINGTON "B" CANDY
KITCHEN, 101 dpi model... $6.00

CANDY MACHINE $4.50

SCHNUDDERER & CUNNINGHAM, CANDY, 101 dp... $6.00

SOUVENIR, TYPE 1, 101 cent... $4.50

BUNN & BURLINGTON, CANDY, 101 cent... $5.00

ALL equipment unconditionally guaranteed. 100 cent, 3/4 cent, third base, deposit C.O.D. All 20 cent machines available at $20.00 extra.

NEW SUPERMART—VENDORMA
Combination Ball Gum and Charm Vendor Machine For fast service and fast change-over

SCHOENBACH STAMP VENDORS
Folder Type
ATTRACTION OUTSTANDING
These are built for lasting satisfaction. Quality materials and construction. Organically packed. Satisfaction guaranteed. These are the same machines that have been used for years. Complete line of models. Write for our 1956 catalog.

2 Ctl. Vender $24.50 ea.
2 Ctl. Vender $37.50 ea.

REFILL SERVICE HEAD
For Fast Servicing and Fast Change-overs

J. Schoenbach
Distributor for
OAK MANUFACTURING COMPANY
239 Franklin St., Brooklyn 5, N. Y.
Telephone: Trian-5-1877

CANDY MACHINE

NEW SUPERMART—VENDORMA

Refill Service Head
For Fast Servicing and Fast Change-overs

Central Vending Machine Service Co.
Invention 6424 & Dating 2-8710

NEW SUPERMART—VENDORMA
Combination Ball Gum and Charm Vendor Machine
For fast service and fast change-over.

SCHOENBACH STAMP VENDORS
Folder Type

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2 Ctl. Vender $37.50 ea.

CANDY MACHINE

when answering ads, SAY YOU SAW IT IN THE BILLBOARD!

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Folder Type
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CANDY MACHINE
Ash Takes Ops To Nitery for Wurl. Showings

PHILADELPHIA—Joe Ash of Active Amusement Machines, has engineered a new twist in show- 
ing the Jukebox. In his showroom for the local debut of the new Wurlitzer 2004, he selected Juke boxes. Ash is dis- playing the equipment in a Philadelphia hotel for his teenage program. It is a bit to Roy Small, UMO coordinator, Edward S. Piggen, Detroit commissioner, all signed up in this program.

"Thank you for your holi- day," Piggen said. "I know that I am personally speaking for all efforts that you are rendering in behalf of the youth of De- troit. Together we should help the young people grow into the finest of our future citizens."

MOA Names Committees to Lead Program

CHICAGO — Music Operators of America announced the appoint- ment of the following individuals to handle preparations for the 1975 MOA convention, to be held in Chicago for the coming year.

For the coming MOA convention, committees were named for: Education, Big Band, Amuse- ment, registration, banquet tickets, exhibitor display, and other areas.

Nominated to serve permanently since 1974, are committees: Permanent Legislative, advisory, by-laws, finance, publicity, and nominating.

The following members were named to serve on each of the convention committees:

Committee members — George Bell, Executive Director, and Alan Davidson, Regional Director.

Fort Pitt Profit $292,749 for ’56

CHICAGO — Fort Pitt Indus- 

tries, Inc., the Pittsburgh firm that recently purchased the J. P. See- 

borg Corporation, reported for the year ended October 31, 1956, a net profit from operations of $292,749 after taxes and charges, equal to 29 cents a share on 1,000,000 shares of common stock.

In addition to Steelborg, Fort Pitt also owns the Jacob Siegel Cor- 

poration, and the Windsor Overcast Company, since Fort Pitt did not acquire Steelborg assets until after October 31, the above figures do not reflect any of the Steelborg operating picture for the year.

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200's, 10c Highlight 1956 Juke Box Scene

Juke box highlight of 1956 centered around the 200 model. The 200 model was introduced with emphasis on dance play, location boxes, and operator versatility. The 200 model was centered around the 200's-10c price, which included several new features, such as national distribution, new design, and operator instructions.

First New York dance play feature attended by 200 operators and distribution personnel was the introduction of the special operator's manual and the new design for the 200 series. The marketing of the 200's-10c model was the beginning of a new era for juke box manufacturers.

In January, the Juke box featured a 10-cent bill, with sign pointing to the operator's manual. The operator's manual was a significant step in the evolution of the juke box industry and in the development of the modern juke box.

WASHINGTON—An operator for the Seeburg Corporation has himself solely paid for a new $10,000 release, but he also spent $5,000 to buy a Juke box. The operator is an avid music lover and he is willing to spend money on music. The operator's goal is to build a record collection and to acquire Seeburg Machines for his customers. The operator says that he plans to start a record store in the future, and that he will use the new Juke box to sell records.

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Angot Shuns New Wurlitzer To Mitch Ops

DETROIT — Motor City and up-state operators were introduced to the new Model 2100 and 2104 Wurlitzer at a well-attended recep-

tation and show in the area. The event was organized by the local Wurlitzer distributors, and it was attended by many of the local operators.

The event was organized by the local Wurlitzer distributors, and it was attended by many of the local operators.

Coven Shuns Wurlitzer

CHICAGO — Coven Music Corporation, Wurlitzer distributor in Chicago, held a showing of the new Model 2100 and 2104 Wurlitzer at a well-attended reception and show in the area. The event was organized by the local Wurlitzer distributors, and it was attended by many of the local operators.

The event was organized by the local Wurlitzer distributors, and it was attended by many of the local operators.

Wurlitzer in Sierra Show

LOS ANGELES—Between 200 and 400 operators turned out for the showing of the new Model 2100 and 2104 Wurlitzer at a well-attended reception and show in the area. The event was organized by the local Wurlitzer distributors, and it was attended by many of the local operators.
THUNDEROUS APPROVAL!

AT ALL 3 SHOWINGS!

WURLITZER MODEL 2100

MODEL 2104

THE OPERATORS SAY IT'S THE GREATEST PHONOGRAPH EVER BUILT!

VISIT OUR NEWEST SHOWROOM!

130 BOULEVARD, N. E., ATLANTA, GA.

FEATURING THE LARGEST PARTS DEPT. IN THE U. S. K. I.

Ask for Bill Roy, Manager.

See the NEW Wurlitzer at Each of Our 3 Showrooms:

PEACH STATE MUSIC CO.

130 BOULEVARD, N. E., ATLANTA, GA.

FOR THE OVERWHELMING RESPONSE AND TROUBLED APPROVAL OF THE

New Wurlitzer Model 2100 during the first week of National Wurlitzer Days.
Thunderous Approval Greeted WURLITZER DAY SHOWINGS

AN AVALANCHE OF ACCLAIM FOR THE 104 SELECTION WURLITZER MODEL 2104

A LANDSLIDE OF APPROVAL FOR THE 200 SELECTION WURLITZER MODEL 2100

BOTH FEATURE 50¢ PLAY

FOR FULL COLOR BROCHURE SEE YOUR WURLITZER DISTRIBUTOR
or write WURLITZER - NORTH TONAWANDA, N.Y.
An Album Buyers Become New Audience for Jukes?

While retail album sales have peak year, ops agree buyers not regular juke box customers.

Programming, EP's, location promotion material, key to ops winning new audience for jukes.

This is Part 2 of a two-part Forum on operators' programming habits. Part 1 appeared in The Billboard last week.

Buyers of record albums, who have been the past year accounted for the greatest percentage of retail record sales from regular juke boxes, represented an insatiable source of potential income to the operator. And they could be regulated to regular juke box customers if they found the type of music they liked on the machine.

Such is the indication by operators participating in the Music Operators' Forum this week.

Record albums sales of motion picture sound tracks, Bronko Hat's and other titles experienced a bonus during 1959. For the first time in the history of the present industry, album sales exceeded the single record sales.

However, MOF operators, by their overwhelming preference, maintained that they did not feel that the buyers of the album music were regular juke box customers.

Could Be Converted

Subsequent replies, however, pointed to the fact that these people did represent an important source of potential income to the operators. Fully 41 per cent of the operators queried agreed on this.

More, 45 per cent of the operators answering felt that the album buyers could be converted if they found the type of music they preferred on the machine.

As a result, at 55 per cent of the operators answering the Forum indicated that at present they do program EP's and album albums from locations containing the above mentioned music.

That the album music does present a potential market to an operator was also indicated by the fact that he can capitalize on it as another point.

Operators' quarterly survey, conducted in the negative, indicated that they did not feel the atmosphere of juke box locations was conducive to the listening of album music.

The Question:

Some operators say that people who like music and background music, like jukes if EP's red/oar singles would play it on juke boxes if they knew it was programmed. Many suggest location promotion material (album music, needle cards, menu cards, etc.) to call their attention to it. What do you think?

The Answers:

Yes... Arthur Westin, Detroit: "I bet it is a splendid idea to let customers know there is good music on the juke boxes. If a factory arrangement could be made with the manufacture of needle cards, etc., it would be very helpful here. I am sure it would get the attention of the people and, I believe I would get more use of the machine - and also a better chance to hear good music."

No... Dan Kaufl, Hinsdale, Ill.: "In certain locations album-type music might not be properly called to a potential customer's attention."

Eatons Music Company, Miami: "It is possible entertainers, from time to time if they know the album music they have, will have a location promotion material furnished. However, I don't believe these locations will receive a substantial number of requests for album music."

H. E. Daniels, Jackson, Miss.: "At all "appropriate" type locations, Good music, S. C. Simmsides, Tyler: "Yes, I think it would be a good idea."

Frank Ericson, Austin, Ore.:

The above described customers require appropriate surroundings to get their interest. I think what limited with regard to juke box owners and to music went from the above mentioned areas with the music. I believe it would improve the take on the machine and thus increase the use of the machine.

The Question:

Both album sales—are or record with motion picture sound tracks, Bronko Hat's and other titles, and it's background and mood music, record industry news this week. The number of buyers of this music are regular juke box customers. You think the present in this music that is good present a new source of income to the operators who program such music on their machines?

The Answers:

Yes... Melrose Music, Detroit: "While we have all seen or heard albums of Mutual Music, Scottsbluff,... are regular juke box patrons, not too many of them have played more than a single or two. It seems that quality of music, the situation, and it's length."

The answers of the above two operators were 30 per cent.

The Question:

Do you think the buyers of the album music is a large or small potential market? If it's small, would you like to see the industry develop more than one such market type music if only the sales were limited to two times only.

No... Helmut W. Hart, Wainwright, Ill.: "I believe albums have been a good market, but the music is much more than what
doesn't appeal to the consumer. I don't think the industry can capitalize on it.

The Question:

Are you able to buy all of the above-mentioned kind of music on your juke box?

Yes... 100 per cent.

No... 20 per cent.

The Question:

What's the most popular kind of music from albums?

"Billboard" magazine has stated that albums have been more widely used than singles. Is that true?

Yes... William Blatt, Miami Beach, Fla.: "Yes. Album buyers are a very good potential market. Most notably, the record albums are sold in one way or another to the music, any publicity, any record expense, and all music is a popular music of radio or play on juke box that I think, in my opinion, people want to hear music that they like, that they feel is going to be more than a hit."

Bill Greenfield, Albany, Vt.: "I do believe that there is a potential market for albums, but that it's a very small one."

No... Alfred Alonzo, New Kensington, Pa.: "Buying of music is not such a big market."

Carl L. Lech, Milwaukee: "I do not think album buyers are a very large market. I buy primarily the benefit of mood and instrumental selection, the background music, the fact that it's a good market is a large percentage (55 per cent) that do at present program them."
Twin City Ops
- Continued from page 89
for Wurlitzer, came in from his Chicago offices to attend the show. Among the out-of-town operators who viewed the new-models, in whose order of appearance were Larry Anderson and wife, of Hoboken, N. J.; Florence and Jack Kastner, and Bill Mahler, St. Paul, John Cyan-
nish, his wife and a party of friends from Dubuque, Hawi, Fair- fax, Minn., Frank Mager and wife and son. chromium, and Cabby Cluesen, Grand Rapids, and Bernard Mach, LaCrosse, Wis.

**50 120 200 SELECTION MODELS**

**ROLLED-OIL FOR EVERY LOCATION**

**FOR SALE!**

AM 5-80, late model $425.00.
Seaborg 3 W-1 Wall-Matic
100 Set.-Chrome, $65.00.
astra clean, $55.00.
Seaborg M-100, $455.00.
Seaborg V-200, $250.00.
Chicago Advance Pool, $195.00.

**VICTORIA VENDING ENTERPRISES**

204 E. Waver Telephone Hillcrest 3-6442
Wichita, Kansas.

---

**Juke Box Operators!**
ARABELLA TO ZORA!!
Horoscope! Hit Record Label Y! Did you ever wonder which record that record on your location belonged to, who was the original artist? Who distributes this company? Who is in charge? The answers are all in the latest issue—just off the press —of "The Billboard's" MUSIC-RECORD PROGRAMMING AND BUYING GUIDE

There are 1,607 different record labels listed in this guide, tabbed and alphabetically for easy reference, with complete information. The guide, 100-page booklet also contains a directory of record distributors, ranged by state and city, and tells you which label handles what and where.

For record programming ideas for your location.

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**Tips on SELECTION MODELS**

- Operators and retailers should select models with care and personal preference. From the selection standpoint, the most important thing is to select the right model for the right job. This is especially true when selecting models for new locations.

- Operators should consider the following factors when selecting models:
  1. **Popularity of the Model:** The popularity of a model may be determined by the success of other operators using the same model in similar locations. Operators should review the performance of other operators using the same model and consider the results obtained.
  2. **Customer Satisfaction:** Operators should consider the customer satisfaction of the model by examining reviews and feedback from customers using the model.
  3. **Maintenance and Repair Costs:** Operators should consider the maintenance and repair costs associated with the model. Operators should select models that require minimal maintenance and have a low rate of repair costs.
  4. **Revenue Potential:** Operators should consider the revenue potential of the model. Models that generate high revenue may be more attractive to operators.

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**OPS SPLIT ON EP PRICE EFFECT**

- Operators are facing increased competition from digital music services and other forms of entertainment. To remain competitive, operators are looking for ways to reduce costs and increase revenue.

- One way operators are trying to save money is by reducing the price of records. Operators are considering splitting the price of records to reduce their expenses. However, this approach may not be effective in all cases.

- Operators should consider the following factors when splitting record prices:
  1. **Revenue Impact:** Operators should consider the impact of splitting record prices on their revenue. Operators should analyze the potential increase in revenue from increased record sales to offset the cost savings from reduced record prices.
  2. **Customer Satisfaction:** Operators should consider the impact of splitting record prices on customer satisfaction. Operators should ensure that customers are satisfied with the quality of the records and the pricing strategy.
  3. **Supply Chain Costs:** Operators should consider the impact of splitting record prices on supply chain costs. Operators should ensure that the pricing strategy does not negatively impact their ability to obtain records from suppliers.

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**CRUZE SHOWS NEW WURLITZER OPS TO CHARLESTON OPERATORS**

- Cruze recently showcased the new Wurlitzer Model 2100 to operators in Charleston, W. Va. The operators were impressed with the new model and expressed interest in purchasing it for their locations.

- The new Wurlitzer Model 2100 offers several features that are appealing to operators. These features include:
  1. **Increased Revenue:** The new model has been designed to generate increased revenue for operators. The increased revenue potential is due to the improved sound quality and higher capacity of the new model.
  2. **Low Maintenance Costs:** The new model is designed to have low maintenance costs, which makes it more attractive to operators. The low maintenance costs are due to the use of high-quality components and the simplified design.
  3. **High Customer Satisfaction:** The new model has been designed to provide high customer satisfaction, which is important for operators. The high customer satisfaction is due to the improved sound quality and user-friendly design.

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**ROTH NOVELTY CO.**

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**ROTH NOVELTY CO.**

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**JOKE BOX OPERATORS!**

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**Joke Box Operators!**

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**Joke Box Operators!**

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# Advertised Used Coin Machine Prices

## How to Use the Index

Prices given in the Index are in no way intended to be "standard," "national," or "low," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are described, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory, and other related factors.

### HIGHS AND LOWS

Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest advertised prices for coin machines which have been advertised five times or more. "Highs" and "lows" are most meaningful when used with mean average listings.

### MEAN AVERAGE

The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low" and indicates price range; mean average indicates the price level at which most of the machines are being sold for. Therefore, where the mean average is higher than the "high," it indicates the "low" is a unique price probable for "as is" or "dismantled" equipment.

### MOST ACTIVE LIST

The Most Active Equipment List shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has five games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

## The Billboard Index

### January 19, 1957

<table>
<thead>
<tr>
<th><strong>Most Active Equipment</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(For four-week period ending with issue January 19, 1957)</strong></td>
</tr>
</tbody>
</table>

### Vending Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI Model-0-80</td>
<td>$350.00</td>
</tr>
<tr>
<td>AMI Model-100-W</td>
<td>$275.00</td>
</tr>
<tr>
<td>AMI Model-125-W</td>
<td>$225.00</td>
</tr>
<tr>
<td>AMI Model-150-W</td>
<td>$175.00</td>
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</tbody>
</table>

### Pinball Games

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balls variation</td>
<td>$150.00</td>
</tr>
<tr>
<td>Deluxe</td>
<td>$150.00</td>
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<tr>
<td>Deluxe</td>
<td>$150.00</td>
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<tr>
<td>Deluxe</td>
<td>$150.00</td>
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</table>

### Music Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI Model-164 (40 slot)</td>
<td>$100.00</td>
</tr>
<tr>
<td>AMI Model-200 (51 slot) 40 slot</td>
<td>$125.00</td>
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</tbody>
</table>

### Shuffler Games

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Ace Bowler (CC)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Advance Bowler (CC)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Bonus Score Bowler (CC)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Carnival (CC)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Clipper (U)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Carnival (CC)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Cross-Cross Tangents Regular (CC) (11/55)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Dontrailer (U)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Feature (CC)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Fireball (11/55)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Hooligan (CC)</td>
<td>$165.00</td>
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<tr>
<td>Imperial (U)</td>
<td>$165.00</td>
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<tr>
<td>League (K)</td>
<td>$165.00</td>
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<tr>
<td>Lightning (U)</td>
<td>$165.00</td>
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<tr>
<td>Magic (E)</td>
<td>$165.00</td>
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<tr>
<td>Olympia (U)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Pacemaker (K)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Royal (U)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Tenth Frame Bowler (CC)</td>
<td>$165.00</td>
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<tr>
<td>Thunderbolt (CC)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Triple Score Bowler (CC) (6/53)</td>
<td>$165.00</td>
</tr>
<tr>
<td>Triple Stripe Bowler (CC) (6/53)</td>
<td>$165.00</td>
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### Vending Machines

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Du.Gemer (12 Col.)</td>
<td>$50.00</td>
</tr>
<tr>
<td>Northwestern (32 Col.)</td>
<td>$75.00</td>
</tr>
<tr>
<td>Northwestern Deluxe (12 Col.)</td>
<td>$100.00</td>
</tr>
<tr>
<td>X (8 Col)</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

### Music Machines

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<thead>
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<tbody>
<tr>
<td>AMI Model-164 (40 slot)</td>
<td>$100.00</td>
</tr>
<tr>
<td>AMI Model-200 (51 slot) 40 slot</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

### Nostalgia Equipment

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Flying High (12/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Four Balls (10/54)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Gypsy Queen (12/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Hit Lane LITE (11/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Marathon (10/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Marble Queen (10/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Match Point (10/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Pin Wheel (10/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Poker Face (10/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Queen of Hearts (12/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Score Board (13/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Skill Pool (8/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Speedy Charmer (4/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Southern Belle (6/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Statue Queen (11/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Tenth Frame (4/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Tenth Frame (6/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Wild Teaf (10/53)</td>
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<tr>
<td>Wishing Well (9/53)</td>
<td>$85.00</td>
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<tr>
<td>Williams (11/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Deluxe Baseball</td>
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<tr>
<td>Hologram (10/54)</td>
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<tr>
<td>Outfielder (10/54)</td>
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<tr>
<td>Pin Point (8/53)</td>
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</tr>
<tr>
<td>Speedy Charmer (4/53)</td>
<td>$85.00</td>
</tr>
<tr>
<td>Wishing Well (9/53)</td>
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### Coin Operated Equipment

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<td>AMI Model-125-W</td>
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<tr>
<td>AMI Model-150-W</td>
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### Pinball Games

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<tr>
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<td>Deluxe</td>
<td>$150.00</td>
</tr>
<tr>
<td>Deluxe</td>
<td>$150.00</td>
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### Music Machines

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>AMI Model-164 (40 slot)</td>
<td>$100.00</td>
</tr>
<tr>
<td>AMI Model-200 (51 slot) 40 slot</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

### Vending Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Du.Gemer (12 Col.)</td>
<td>$50.00</td>
</tr>
<tr>
<td>Northwestern (32 Col.)</td>
<td>$75.00</td>
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<tr>
<td>Northwestern Deluxe (12 Col.)</td>
<td>$100.00</td>
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<tr>
<td>X (8 Col)</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

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<table>
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</tr>
</tbody>
</table>
United Alley Available in 11-Foot Size

CHICAGO—United Manufacturing Company's Bowling Alley line, which includes 14-foot models, is now available in 11-foot size as well.

The original game was designed by the late Fred Scott, who also designed the regulation size bowling alley as closely as possible. Initial demand was so great that we had to increase the 11-foot models. Now, however, we are shipping increased per-

ome and other production steps,

In another model target is a center hole whose score marks 300 points. Red and blue rollers light up your pop bottles for high scores.

Pin Seizure Backfires at Miami Beach

MIAMI BEACH, Fla.—Because enforcement officers tossed with pinball machines and seized them, eight coin operators were cited for as- cumes by the public.

The complaint was a "cry of error," the country solicitor's office called false possession in the Court of Citizens cases to "avoid further embarrassment" of the State Board of Examiners and Dodge sheriff's office.

The decision opened the way for operators to resume using their damaged games and on a terminated with a warning, collectors from the machines. Irving M. Wolf, attorney for the eight owners, expected to confer with them about making a claim for damages.

Officials ordered dropping of the cases because investigation showed that raiders failed to make proper complaint and had never identified the machines they claimed to seize, and, in any event, had opened the machines and removed the meters without counting them.

With the comment that the arrears and seizures were "highly improper," the operators were told in a letter ofNov. 24, 1956, that they were to be dropped for reasons of the machines caused damage and resulted in mistaking of coins, having been it would be impractical to go on.

Trial on a "test" case had been set Jan. 26 before Judge Conc进博会.

Games on Comeback At Memphis Locations

MEMPHIS—Pinball and other games made a comeback in Memphis toward the end of the year from what some operators thought might cause them to lose the end of the year because of restric-

This was disclosed in a year-end report of Sga. Thad Skoor, collector of sales tax.

The comeback, however, does not appear in the tables. Pinball games and other games were in their hey-day five years ago and more. During the first week of January at 31 December, 1956, 367,000 were played. At 31 December, 1955, 667,000 were played. At 31 December, 1954, 831,000 were played. But in early 1956, they be-

game to take a drop because of several things.

First of all, the license fees were extremely high and the operators could not make enough money from the machines by swording down prices, making them aloud. They must have been ordered to stand only on location and as a serv-

High License Fees

The operators have found that the pinball fees are higher than on any other coin machines in Memphis, as are follows: City of Memphis, $150.00; state, $150.00; federal, $10. The license is on pin and all other games.

D. C. Trade Solid Despite Red Tape

Continued from page 69

Continued from page 81
COINMEN YOU KNOW

- Continued from page 87

the firm spent the weekend at the Springs, including Gilman, Soboba and Palm.

Joe Gline, who represents C. F. Cooper Music of Riverside in India, and Jack Noel, of the Riverside headquarters,

in town to shop for parts and supplies for the music renters.

Freddy Williams, South Gate operator, in town to shop.

Tom Workman, veteran music and games operator, visited Coin Row from West Covina, where he just moved

from Arcadia.

Johny Luna and wife spent a few holidays in Las Vegas.

Sheridon Thompson of Palm Beach, back to flying jets as a reserve pilot.

George Phillips is reported to have returned from Hong Kong.

Mr. and Mrs. Nick Beaver and two daughters, in town from Lancaster.

Jean Herman of Montpelier, in town for the showing of the movie.

(Continued on page 77)

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in types on Monday or Friday for publication on the following Tuesday. Minimum of 5 words in the display.

$2.00 per word—Minimum $4.00

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to refer to rates above and address when computing cost of Ad. When using a Box Number in the Classified, Advertisers will be billed an additional $2.00. Use Box Number A special service charge of $5.00 per insertion is made for handling replies.

ADRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

HELP WANTED.

WANTED—PHOTOGRAPIHS AND PICTURES, NINTH TREASURY DISTRICT. PHOTOGRAPIHS WANTED. WRITERS WANTED.

If you have any unused or unwanted equipment, machines, supplies, or services to sell, please contact us.

Parts, Supplies & Services

SPECIAL INTRODUCTORY OFFER

HAMPION HORSE INSTANT COFFEE

Write for details to:

Hampson Horse Vending Coffee

1180 Hinsdale Ave., Jamaica St. Y.]

BASEBALL PITCHING MACHINES

AND ALL Kinds O' BASEBALL EQUIPMENT

WANTED TO BUY

A. C. VEND. MACHINES WANTED.

COINMEN YOU KNOW

- Continued from page 87

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(Continued on page 77)
COINMEN YOU KNOW

Continued from page 70

the Wurlitzer 2100 and 2164 by Sierra Distributors.

Roy Provencher, salesman at Northshore Music, back on the road after being grounded in the office because of the holidays. His stops during the week included Rumson, Needles and intermediate points... Ed Wyler of Sierra Distributors, also taking to the road now that the holidays and the Wurlitzer shuffle are over.

Denver

By BOB LATIMER

Dick Ulrich, veteran mountain-terrace music operator, has announced purchase of the phonograph route formerly run by Jim Felder, who sold it recently. Ulrich does not plan major changes in the route except for the addition of new machines.

Herschel Berger, Canon City operator, has purchased

(Continued on page 80)

WULRITZER BLUE RIBBON VALUES

Wurlitzer
Model 1800 $825.00
Model 1700  675.00
Model 1500 $325.00
Model 1500  275.00

UNITED, INC.

4327 West Wilton Street
Milwaukee, Wisconsin

Phone: West 3-2224

MUSIC SALE! SEEBURG

1800 $425.00
1000  225.00
600  150.00
640  100.00
6-160  75.00

ROCK-OLA

Model 1415  $125.00
Model 1415  95.00
Model 1415  75.00
Model 1415  55.00
Model 1415  35.00

SLATE TOP REPLACEMENTS

Can be changed in 5 min. $59.50

ROTATION DELUXE BALLS

$15.00 each or $75.00 set

WANTED POOL TABLES

Any TriMount Pool Table

WE HAVE IN/& OUTLETS WITH PRICES.

EXCLUSIVE GOTTILL, WILLIAMS, SEEBURG, ROGUE AND INTERNATIONAL MILIMHOE DISTRIBUTORS.

TIMMOUNT DISTRIBUTORS, INC.

1230 North Avenue
Elkhart, Ind.

THE BILLBOARD

COIN MACHINES

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

HIDEOUT CAFE

333

Palm Springs

225

 Moor Park

225

155

135

VARIETY

SUNSET

MIDWAY

Hollywood Bowl

Tourney Bowl

Bowl-A-Rama

Fire Bowl

Dale Bowl

Palm Springs

All Machines 100% Clean and Checked

Refund in 10 Days If Not Satisfied

MUSIC AMI

AMI

All Machines 45 RPM

Model A  $39.95
Model B  29.95
Model C  24.95
Model D  19.95
Model E  19.95
Model F  19.95

SEEBURG

Model 150 $39.95
Model 150  29.95
Model 150  19.95
WURLITZER

Model 150 $39.95
Model 150  29.95
Model 150  19.95
Wurlitzer-Cedar Falls, Iowa

Model 1622 $39.95
PIGNAMES

Prodigy

Dong Long

Buddy, the Bear

Easy Rider

Expander

Smitty

Smitty

Siren

Super Siren

Super Siren

Easy Rider

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Eas
NOW!... The Billboard INTERNATIONAL
OPENS THE DOOR TO WORLD TRADE ORIGINS...

IN A $40,000,000 ANNUAL MARKET
Coin Machine and Record Manufacturers and Distributors serving the World
Export-Import Trade now have a mass-circulation communication medium.

Beginning February, 1957, The Billboard International will
circulate exclusively to this growing market... not as a
part of a general publication... but, rather, in a separate
publication devoted to International buying and selling.

More important, your messages will not only reach, they
will be read and acted upon by the buying influences
in more than 5,000 quality buyers and sellers of coin-
operated equipment and phonograph records... because
The Billboard International will be published in four major
languages:

<table>
<thead>
<tr>
<th>English</th>
<th>Spanish</th>
<th>French</th>
<th>German</th>
</tr>
</thead>
</table>

Have your advertising message
printed in one, or all of these
languages, and let this direct con-
tact to 5,000 “live” world trade
buyers build your international
sales volume... with the effec-
tiveness that can only be realized
when a trade publication is de-
voted to the direct needs of an
established market of recognized
identity.

This is the purpose of the new
Billboard International... your
entre to volume sales in a world
“growth” market.

Advertising Deadline for First Issue: February 5
Get full details about this direct international sales “agent.” Send coupon
for descriptive folder or call your nearest Billboard office.

CHICAGO
188 W. Randolph St.
Chicago 5, Ill.

NEW YORK
1064 Broadway
New York 18, N. Y.

HOLLYWOOD
8000 Sunset Blvd.
Hollywood 9-9034

This means that every advertising campaign is channeled to
your prospects and customers in over 100 countries. A few
are listed below.

<table>
<thead>
<tr>
<th>Algeria</th>
<th>Argentina</th>
<th>Austria</th>
<th>Belgium</th>
<th>Bermuda</th>
<th>Brazil</th>
<th>British Honduras</th>
<th>British West Indies</th>
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<td>Union of South Africa</td>
<td>Vanuatu</td>
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<td>Turkey</td>
<td>Union of South Africa</td>
<td>Vanuatu</td>
<td></td>
</tr>
</tbody>
</table>

THE BILLBOARD INTERNATIONAL
188 West Randolph Street
Chicago 5, Illinois

I am interested in knowing more about the new Billboard International. Send literature
without obligation.

Name ________________________
Title ________________________
Company ______________________
Address ______________________
City _________________________
State ________________________
Table Booming Again!

SMART OPERATORS all over the country are reviving their hand-crafted tables with our following facelift-items and as a result are enjoying a big increase in income at minimum cost.

**SLATE TOPS**

Regular $4.50

Jumbo Sumpers. Best rubber-backed slate.

**ARAMITH ROTATION BALLS**

Regular $1.50

Jumbo $2.50

**Genuine Rotation Pool Ball Sets**

Regular rotation pool ball set 14 oz. 1-7/8" dia., 2 1/2 lbs., $4.85.

Jumbo 33 oz. 2 1/2 lbs., $7.45.

**Single Billiard Balls**

Regular 3 1/2 lbs., 3-1/2 lbs., 4 lbs. $1.75 each.

Jumbo 2-1/2 lbs., 3 lbs., 4 lbs., $2.95 each.

**FELLY BILLIARD RACKS**

Regular $1.50

Jumbo $2.50.

**REVERSIBLE BUMPERLESS RACK**

Regular $1.75

Jumbo $2.50.

For complete investment you can have new pool tables. You'll increase your take tremendously too.

**BUMPERLESS RACE RACK PLAYING STRENGTH**

Immediate delivery.

**RECONDITIONED BILLIARD BALLS**

Suppliers of the most complete catalogue of new and used pool tables in the world.

**PUVYRER DISTRIBUTING COMPANY**

4322-2 West Wentworth Ave., Chicago, Illinois

**EASTERN NOVELTY DISTRIBUTORS, INC.**

1704 Manhattan Avenue, Union City, N. J.

**WANTED**

Experienced Mechanics for Bingo games. Dolly ball machines. Write for rate.

**CADCO**

Phone: 31, 1434 Cincinnati, Ohio

**5-BALL GAMES**

"Hard to Get"

BINGOS

- Double-Stick
- 6 Bitos
- Nite Club
- Bumpers
- Beach Beauty
- Miami Beach
- South Beach
- Showers

**STEEL DISTRIBUTING COMPANY, INC.**

3201 Louisiana Street, Houston, Texas

Placed: France 6-7727

**GIVE TO DAMON RUNYON CANCER FUND**

**WANTED**

SIZEABLE MUSIC ROUTES

In E. Penna., Delware & N. Jersey

Wants Boys to be Post Letters to BOX 84, BILLBOARD

1184 Broadway

N. Y. C.

**LIKE NEW—BIG EARNERS**

Wurlitzer Model 1800 $830.00

Wurlitzer Model 1700 $680.00

**MONEY-SAVING SUBSCRIPTION ORDER**

Enter your subscription to The Billboard for a full year (22 issues) at the rate of $15 (a considerable saving over the single-copy rates). Foreign rates $18.

**PAYMENT ENCLOSED**

Bill No.

Name

Occupation or Title

Company

Address

City

Zone

State

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
SHAFER'S JANUARY CLEARANCE SALE

SEEBURG 3W-100 Selection Wall Boxes $49.50
- Chrome Covers
- New Instruction Plates
- New Bushing
- Completely Reconditioned

WURLITZER
1900 AMI $275.00
1650 $225.00
1500A $250.00
1400 $175.00
1250 $145.00
M100 $545.00
M100-B $425.00
WRITE FOR ILLUSTRATED CATALOG

ROYAL MFG. CO.
ROYALCOINMEN YOU KNOW

* Continued from page 77

routes formerly operated by Otto Emerich. The reports

that most new photographs going on locations in his area
have been converted to 10-

cent play, while several older machines are being phased out

on 5-cent play. These are primarily 24-sheet machines,

according to Berger. Inci-

didentally, in his vending divi-

sion, Berger has one of the

West's most unusual locations

—the casters and innards

store of the Colorado State

Penitentiary of Canon City.

Berger operates several eige-

nretro vendors in this location.

Roy B. Easing, owner of Inde-

pendent Amusement Company,

photograph operator in Denver,

made a trip to Chicago recently to look

over forthcoming phonograph

and amusement machine develop-

ments. Probably the fastest
growing phonograph routes in the

nation are those of Jack N. Hacker,

operator of Southwestern Music

Company, Albuquerque, N. M.,

with the successful employment

of atomic energy for civil use. Alamo-

gado has mushrooms to triple its

original size, according to Harkey.

Production of the reactor-

powered phono in the stock

ship, and now the inter-conti-

ental Air Fence brothers, has

shifts operating around the clock

in the nuclear energy labora-

tories. Denver also has a

long way to go in making joke box

play a 24-hour product in

more than 100 locations cur-

rently operated by Easing.

Twin Cities

By JACK WEINBERG

Howard Lieberman, of Lieberman

Music Company, Minneapolis,

has given a pool table and a bowling

machine to the new Minneapolis

County Canteen Deluxe Amuse-

ment Center being constructed in

Minneapolis. The Center is being

built to house juvenile who run afoul of the law.

Lieberman offered the equipment

(Continued on page 81)

INCREASE YOUR EARNINGS!!!
ROYAL 50C PLAY UNIT NOW AVAILABLE FOR ALL SEEBURG MODELS

* Including

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MOA Names
* Continued from page 69

A. Miller, general chairman; Clpoi-

ton & Pierce; Albert S. Deven;

J. Harry Snodgrass; Martin Brus;

Les Merchut and William Hal-

berg.

Exhibit committees—Larry Mar-

tas, chairman; George A. Miller;

Howard N. Ellis; Norman Ceder;

and Dave Baker.

Entertainment committees—Hirch

de la Vie, chairman; George A. Miller;

Buddy Banch, Sidney H. Levine

and Dick Steinberg.

Registration committees—James

Tebell, chairman; Tom Wilson

and Victor Ostergren.

Baseball ticket committees—J.

Harry Snodgrass, chairman; Martin

Beete, John Walker, Lewis Tuscio,

and Gordon Sot.

Membership committee—Leo

Tanaka, chairman; Harry Wilt-

grave, William Blatt, Ralph Ridge-

way, Pete Weyh, Louis Tabou,

Tel Nichols and Frank Fabiano.

Reception committee—Sam

Brenner, chairman; Lloyd Cran-

mer; Joseph Silverman; James Hild-

en; Bert Korter; Frank Fabiano; and

Max Havrich.

Members named to the perma-

nent committees are:

Permanent legislative committee

for 1957—George A. Miller and

Sidney H. Levine, co-chairman;

Clyde Strege, chairman; Sam

and J. Harry Snodgrass.

Advisory committee for 1957

—George A. Miller, chairman;

J. Harry Snodgrass; Martin Brit-

ia, M. Montooth, Al Decenser, Chas

Pierce and Sidney H. Levine.

 Buyers committee for planning

for 1957—Sidney H. Levine, chairman;

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15 Wurl. 1900's.... 825
15 Wurl. 1800's.... 725
10 Wurl. 1650's.... 295
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Large Quantity of Write
SEEBURG V-200's for Price
WURLITZER 1700's $675
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YOU CAN ALWAYS DEPEND ON ACTIVI—ALL WAYS
Games Comeback in Memphis

The restrictions which hurt pins was a city ordinance passed last summer which made it a violation of the law for teenagers under 18 to play in pin games in drugstores or other such locations. The law also makes it a violation for anyone under 21 to play in pin games in places where beer is sold.

Another restriction which hurt the game operator was passed in July when Police Chief Macdonald banned pool games in places where beer was served. The Pinball, in fact, killed the game in Memphis.

The game operators here did not openly state that they were not playing pin games because they were trying in every way to cooperate with authorities and felt that best not to contest it. The pool games remain, however, as a popular pastime and is used here in private clubs.

The pin games began to decline last year when Elvis Presley played at the Variety Club one night and liked it so much he went on next day and bought one for the game room at home.

Multi-Play Trend

Even the games made some comeback, Drew Casale, owner of Casale Amusement Company and spokesman for the operators, said the single-play pins are no longer popular. He said double-play pins and four-play pins are doing well. He said most popular of all games is still the shuffle game, and almost all games on locations were the shuffle. He said he is looking into a new game, the target-bowling game, which may prove popular here. Parker Henderson, general manager of Southern Amusement Company, has one on location as an experiment and it is doing well.

Yet, a few years ago the pins were the biggest thing in games. Operators say if it were not for the new city ordinance restricting play on them, they still would do all right.

The decline of the pins can be seen by figures supplied by Craig for 1939, 1955 and 1956. At the end of 1955, there were 698 games licensed, of which 311 were pins. By December 31, 1955, there had declined to 574. At present, they are down to 673.

But the operators, as always, are looking for a new, dramatic game that will capture the fancy and imagination of the public. The shuffle game did when it first hit. They hope the target-bowling game will do it, and if not, they hope the next game inventor will come up with something in 1957 that will get games back on the upswing.
BRAND NEW POOL GAMES

TOP NAME GAMES! GREATEST VALUE IN THE INDUSTRY!

SINIOR MODEL—MOST DESIRABLE SIZE—36"x40".

Levelmatic Adjusters — Illuminated Jumbo Bumpers — All Latest Features.

$125

PRICE SLASHED TO

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[Brand names and models]

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**ARCADE**
- Drop Coin (50c)...............
- Drop Coin (15c)...............
- Drop Coin (25c)...............
- Drop Coin (1c)...............

**BOWLERS**
- Drop Coin (50c)...............
- Drop Coin (15c)...............
- Drop Coin (25c)...............
- Drop Coin (1c)...............

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**Rites Held for Mark Boasberg**

NEW ORLEANS—Private funeral services were held December 31 for Mark Boasberg, widely known amusement game figure and father of Louis Boasberg, head of New Orleans Novelty Company, Bally distributor, who died here recently.

Known as Jack Sheehan in the sporting world, Boasberg was 52 years old. A native of Chicago, Boasberg lived there for 38 years, moving to New Orleans in 1917. He had operated several night clubs here, including the Suburban Gardens. He was widely known for his charitable contributions, one of the more famous being his annual donation of food and toys to the needy of Jefferson Parish at Christmas time.

He is survived by his widow, the former Sadie Mayer, his son, Louis, and two brothers, Herman, Venice, Calif., and Israel, Oakland, Calif.

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**ONLY THE ORIGINAL OFFICIAL SKILL BALL HAS ALL THESE EXCLUSIVE NEW FEATURES:**
- Covered, Locked Cash Box prevents pilferage
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- Lifetime Plastic Cups
- Newly Designed Transparent, Unbreakable Plexiglass, Show Case Front
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**ANOTHER GENCO FIRST!**

Adjustable PLAYFIELD RAMP

The only game that can be adjusted for perfect play action for any location.

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Memphis Wizard

*Continued from page 79*

costs breakdown of a machine, Canipe said, is dirty colors, bent coins and new coins, all of which tend to clog up the coin mechanism. New coins, he said, cause more trouble than any other. "When a coin first comes from the mint it has sharp edges on it. With wear these edges are worn off. At first it tends to hang in the coin detector and slug ejector."

Jack started work for his father during the summers when he was just 13 years old. He learned the business from the grass up and liked the mechanical end of it the best.

His father, Jack Canipe Sr., was one of the pioneers in the coin machine business. He died several years ago, and his widow, his brother, Guy Canipe, and his son, Jack Jr., have carried on the successful business he built up.

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1957 PROMISES TO BE A BIG YEAR

FOR EXHIBIT—ITS DISTRIBUTORS AND OPERATORS

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Thanks, Operators...

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Used Music Machines and Wall Boxes

Seeburg V-200........Write
AMI F..........................$595.00
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AMI Model 880........295.00
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Wall Boxes (4820), Ea. 12.50

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Detroit Op Uses Pocket Phone To Speed Calls

DETROIT—Frank Staffe, owner of the Lincoln Park Amusement Company, who has been in the coin machine business here for about two decades, has moved to new headquarters on Fort Park Avenue in suburban Lincoln Park, and has added a unique new "pocket phone" service which is proving very convenient for his location owners and service calls.

Staffe carries a small phone unit in his pocket, which receives signals over the air at scheduled times every half hour. The phone company operator records a message which gives Staffe information on all his service or other calls received in the interval, and he then goes to an available telephone to make connection with his party. Thus anyone can reach him anywhere on the route at regular intervals within a maximum of 30 minutes.

Staffe now operates juke boxes, pin games, shuffleboards and has added other types of games. He has recently disposed of his coffee and soft drink machines, concentrating now in the juke box and game field.

CLEARANCE SALE! CHALLENGER PISTOLS

Like new, with chrome flange, stand and everything brand new, over $100. Complete in lots of 1 to 121. While they last!

BRIGHTEST LIGHTS $45.00
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The EXCITEMENT...THE SUSPENSE...THE OUTCOME of the GAME is Not Determined Until THE LAST BALL is ROLLED!

Player by skillfully striking the 6th frame gets "bonus" balls...keeping his game alive and enabling him to reach first and score up to 3 extra strikes!

Still Available Our Famous CHAMPIONSHIP REGULATION BOWLER At Your Distributor

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REAL BOWLING with 3 in. quiet-roll rubber ball... scoring by OFFICIAL BOWLING RULES... fun for solo-play, more fun for 2 to 6 PLAYERS... your insurance of a sensationally prosperous 1957

Order from your Bally Distributor today!

**2 POPULAR SIZES**
14 ft. long • 11 ft. long

**HIGH-SPEED LIGHT-UP TOTALIZERS**

**HIGH-SPEED PIN-SETTER**
Realistic Giant Pins

**RICHLY GRAINED FORMICA PLAYFIELD**

**EASY-UP PLAYFIELD** FOLD-OUT INSERT

**NATIONAL REJECTORS COIN DROP-CHUTE**

**SIMPLE TROUBLE-FREE MECHANISM**

**STURDY LONG-LIFE CONSTRUCTION**

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18" HIGH PLAYFIELD

TRUE BOWLING
AUTOMATIC REGULATION SCORING
STRIKES—SPARES—SPLITS
REGULATION LEAVES
Straight Ball, Hook and Back-up Ball
ALL THE SHOTS AND THRILLS OF
REGULATION BOWLING

3 INCH COMPOSITION BALLS
Roll Fast or Slow
Skill—Not Strength
Makes the Expert Player
1 to 6 can play!

FAST PLAY
• QUIET OPERATION

NO STOOP
BALL RETURN
RISER
JUST LIKE A
REGULATION
BOWLING ALLEY

LONG LIFE ON LOCATION
• EARN BIG MONEY YEAR AFTER YEAR

BEAUTIFUL FORMICA PLAYBOARD
EASY LIFT PLAYBOARD
SIMPLE MECHANISM
RUGGED CONSTRUCTION
EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR

SET UP A BATTERY OF THESE GREAT ALLEYS
AND CASH IN ON HUGE PROFITS
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The Seeburg V-200. The multi-program system that has everything 200 selections. Highest Program Selection. Convex Membrane Unit permanently sealed and guaranteed. 5 years. Dual Pricing. Easy to handle.